

## ROLE DESCRIPTION: MERCHANDISE MANAGER

### WHAT YOU DO

You will spearhead the implementation of our merchandising strategy for your concept across various channels, including online, in-store, and emerging platforms within Region India.

You will lead a dynamic team of merchandising leads, collaborating closely with cross-functional teams such as digital, commercial, and visual as well as global counterparts in business units and assortment office to enhance customer satisfaction, optimize inventory, and achieve substantial revenue growth.

### WHO YOU ARE

You are customer and sales-driven professional with a strong commercial awareness and salesmanship. You have a strategic mindset with an analytical backbone.

You thrive working in a fast pace and agile environment, coordinating a commercial agenda for your concepts in you markets cross functionally.

You love working with the product and setting a plan of how to activate the product in line with the global brand plan, assortment, and merchandising strategy it the best way in line with the global brand plan & strategy.

You are a leader that strives to strengthen team and foster collaboration across channels, roles, and functions. Empower strong collaboration and alignment between channels to become more customer focused.

### HOW YOU DO IT

By acting in line with our values, having the right mindset and leadership, you contribute to H&M's business success.

You have a growth mindset and encourage cross-functional collaboration where your colleagues' success is equally to yours.

You promote a positive and open environment where opinions, views and ideas are shared, proactively bring innovative ideas and explore growth opportunities.

No matter what your role may be at H&M – WHAT you do is as important as HOW you do it.

# WHAT YOU DO

## Your responsibilities

<b>Be a regional expert of your concept:</b>	<ul style="list-style-type: none"><li>• Understand current and future customer and consumer product demand related to your concept.</li><li>• Be the expert on your market, staying up to date with competitive landscape in terms of product: fashion, quality, price, and activation.</li><li>• Analyze product data and provide key actionable conclusions to the regional organization.</li><li>• Visit physical stores and digital platforms regularly to identify potential and follow up on commercial strategy implementation.</li><li>• Be responsible for all information (Quarterly priorities, must win, commercial information) sent to Digital and Retail.</li></ul>
<b>Drive your concept - secure and optimize commercial product offer:</b>	<ul style="list-style-type: none"><li>• Maximize short and long-term profitable growth for your concept in your region.</li><li>• Adapt and implement a global assortment strategy aligned with the company's objectives and regional needs.</li><li>• Optimize the Global assortment strategy to meet Regional needs by defining key must wins in collaboration with the Assortment team.</li><li>• Influence prices, quantities, income per period, assortment width, and manage regional product lifecycle through collaboration with the assortment team.</li><li>• Optimize net selling by establishing clear commercial priorities per channel, by identifying and acting on the sales opportunities/threats.</li><li>• Influence and execute the global product strategy from Business Units and Global Merchandising.</li><li>• Optimize regional commercial product offerings for all available channels, both short and long term.</li><li>• Localize the global price position for each country within the region.</li></ul>

<b>In-season and Post-season Inventory Management:</b>	<ul style="list-style-type: none"> <li>• Set stock freshness targets and key actions, react with in and post season inventory management.</li> <li>• Set strategy for commercial impact on key product categories omni (including different store segments) and (re)act based on in season performance.</li> <li>• Follow up size availability on key product categories and commercial belief.</li> <li>• Set product activation strategy in and post season.</li> </ul>
<b>Lead &amp; develop your team</b>	<ul style="list-style-type: none"> <li>• Lead and coach to enable high performance of teams and individuals.</li> <li>• Identify and develop talents to build a high-performing and diverse team.</li> <li>• Foster collaboration across channels, roles, and functions.</li> <li>• Contribute insights to global &amp; regional counter parts for commercial planning strategy discussions.</li> </ul>

# WHO YOU ARE

## Your knowledge

Knowledge = education, skills, experience

<b>Education</b> <i>list relevant formal education, e.g. university degree (or equivalent) and/or other trainings, professional courses and certifications which are relevant for the role</i>	<ul style="list-style-type: none"><li>• University degree, preferably in Business, Economics/Finance or similar</li></ul>
<b>Skills</b> <i>list the most important skills needed to perform the job. Skill is defined as ability to use knowledge in execution and performance. Skills can, but don't have to be related to formal education, e.g. accounting skills, digital marketing, stakeholder management, communication skills.</i>	<ul style="list-style-type: none"><li>• Sales-driven and have a strong commercial awareness and salesmanship</li><li>• Strong in driving results and constantly improving ways of working</li><li>• Analytical to follow up and estimate performance</li><li>• Ability to link customer insight knowledge into mid and long- term commercial actions.</li><li>• Deep understanding of products, stock- and product lifecycle-management</li><li>• Very good skills in MS Office, especially in Excel and PowerPoint</li><li>• Able to work independently and be self-motivated while still working within a team environment and fostering a strong team collaboration</li><li>• Flexibility and adaptable to change, a strategic mindset</li><li>• Collaborative, with excellent communication and presentation skills</li><li>• Fluent written and spoken English</li></ul>
<b>Experience</b> <i>list relevant previous work related (and private if applicable) experience that could be beneficial for the role</i>	<ul style="list-style-type: none"><li>• 3-5 years of experience within merchandising, assortment office, controlling function or similar</li><li>• Previous formal or informal leadership experience</li><li>• Omni retail knowledge</li><li>• Experience in building commercial plan which optimize potential of both channels</li><li>• Previous experience in product category management</li><li>• Previous experience in planning, buying, stock- and product lifecycle-management</li></ul>

- Previous experience in supply chain and garment flow complexity
- Knowledge in operational best practices and routines for physical store
- Knowledge in operating merchandising systems, tools, methods

## HOW YOU DO IT

### Your behaviours: living the values, growth mindset, leadership (if applicable)

No matter what your role may be at H&M – WHAT you do is as important as HOW you do it. This part applies to all roles at H&M and should not be edited.

Our Values	Values in action
<p><i>All colleagues within H&amp;M Group share the same values.</i></p> <p><i>They express how we create meaningful growth together – with our customers at heart and the mindset Everyone is a leader.</i></p>	<p><i>Our values are put into action through their key behaviours/competences, that guide all colleagues across H&amp;M Group to perform a task successfully regardless of role. See below.</i></p>
<ul style="list-style-type: none"> <li>• We are one team</li> <li>• We believe in people</li> <li>• We are entrepreneurs</li> <li>• We make constant improvement</li> <li>• We are cost conscious</li> <li>• We are straight forward and open minded</li> <li>• We keep it simple</li> </ul>	<ul style="list-style-type: none"> <li>• Collaboration (e.g., the ability to be collaborative, inclusive, engaging)</li> <li>• Empowerment (e.g., the ability to be empowering, trusting, listening)</li> <li>• Innovation (e.g., the ability to be innovative, risk-tolerant, flexible)</li> <li>• Improvement (e.g., the ability to be action oriented, taking ownership, willing to learn)</li> <li>• Resourcefulness (e.g., the ability to be resourceful, responsible, proactive)</li> <li>• Honesty (e.g., the ability to be open-minded, sincere, self-aware)</li> <li>• Clarity (e.g., the ability to be clear, efficient, effective)</li> </ul>

*OUR VALUES* are the starting point for how we act. They form a red thread throughout the competences needed in your role.

