

ROLE DESCRIPTION: MERCHANDISING LEAD DIGITAL

WHAT YOU DO

You will drive execution of the commercial agenda and merchandising strategy together with Merchandise Managers to exceed financial targets.

You have a deep interest in the customer and consumer and use customer centric approach in everything you do. You use your retail knowledge and understand synergies between channels, and interest in product, strong analytical ability, and commercial skills, enabling you to constantly improve customer shopping experience in market.

It is of great importance create strong buy from operational teams in which will help to implement and execute regional strategy.

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, executing the regional commercial agenda for your markets.

You love working with the product and to execute your concept plan in line with the regional directions.

You are a strong team-player and foster collaboration across channels, roles and functions and inspires stakeholders to buy in to the product plans to enhance engagement and execution level.

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

Implement & execute regional merchandising strategy and commercial priorities:	<ul style="list-style-type: none">● Be up to date with regional assortment and demand & inventory strategy.● Execute regional assortment direction in close alignment to the Merchandise Manager.● Optimize local selling peaks driven by calendar and customer shopping behavior.● Be responsible to share information towards the digital team regarding availability, activation plan, and deal structure to support excellent execution on site.● Set product and category must-wins for the Ecommerce channel which are shared with the Ecommerce Lead to optimize product exposure strategy.
Drive in and post season inventory management:	<ul style="list-style-type: none">● Pick full price, discount, and sale activities in line with regional merch direction.● Execute stock management, sale and EOP in line with the regional strategy.● Execute commercial reduction activation in line with regional guidelines.● Follow-up on stock and resolve issues together with Merchandise Manager and E-commerce Lead.● Execute regional strategy for commercial impact on key product categories omni (re)act based on in season performance.
Follow up and inform about progress:	<ul style="list-style-type: none">● Know your market retail situation and customer profile.● Provide commercial team with constant & structured sales follow-up for the channel.● Review your commercial plan periodically and suggest improvements for next year.● Follow-up commercial initiatives in store (visit the site in all touchpoints several times a week) to confirm or adjust actions needed to meet the regional merchandising strategy.● Follow-up commercial results and KPIs and benchmark between areas, sales markets, and other regions.

WHO YOU ARE

Your knowledge

Knowledge = education, skills, experience

Education <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">● University degree, preferably in Business, Economics/Finance or similar
Skills <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">● Sales-driven and have a strong commercial awareness and salesmanship● Strong in driving commercial product excellence● Analytical to follow up and estimate performance● Understanding of products, stock- and product lifecycle-management● Good skills in MS Office, especially in Excel and PowerPoint● Able to work independently and be self-motivated while still working within a team environment and fostering a strong team collaboration● Flexibility and adaptable to change, a strategic mindset● Collaborative, with excellent communication and presentation skills● Fluent written and spoken English
Experience <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">● 1-3 years of experience within merchandising, inventory optimization or supply and demand planning● Proven leadership capabilities● Strong digital knowledge● Previous experience in executing commercial plan● Previous experience in and post season stock management● Knowledge in operational best practices and routines for digital● 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.

<h3>Our Values</h3> <p><i>All colleagues within H&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>	<h3>Values in action</h3> <p><i>Our values are put into action through their key behaviours/competences, that guide all colleagues across H&M Group to perform a task successfully regardless of role. See below.</i></p>
<ul style="list-style-type: none">● We are one team● We believe in people● We are entrepreneurs● We make constant improvement● We are cost conscious● We are straight forward and open minded● We keep it simple	<ul style="list-style-type: none">● Collaboration (e.g., the ability to be collaborative, inclusive, engaging)● Empowerment (e.g., the ability to be empowering, trusting, listening)● Innovation (e.g., the ability to be innovative, risk-tolerant, flexible)● Improvement (e.g., the ability to be action oriented, taking ownership, willing to learn)● Resourcefulness (e.g., the ability to be resourceful, responsible, proactive)● Honesty (e.g., the ability to be open-minded, sincere, self-aware)● Clarity (e.g., the ability to be clear, efficient, effective)

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

