

ROLE DESCRIPTION - RETAIL OPS LEAD (FIXED TERM)

WHAT YOU DO

You are responsible for a seamless customer journey and omni experience by ensuring the Store Operating Model is implemented and maintained across your sales market in all stores.

You work closely with Retail Tech, Area, Stores and other functions to align strategy and roll-out plans across tech and non-tech initiatives. (Smart Store, SCO etc.)

Taking decisive actions, you maximise the way of working through people, processes, and technology to drive omni growth and customer lifetime value across the sales market.

WHO YOU ARE

You put the customer first and your experience, knowledge and achievements clearly demonstrate this.

Others within the organization depend on you to support them with your deep knowledge of store operations and capability to create an omni-relevant, customer experience in the physical store.

You understand the impact of the store workload and how it contributes towards the colleague experience.

Putting the customer first, you release the full potential of how to operate within the physical store.

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.

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

WHAT YOU DO – Your Responsibilities

Store Ops Model Implementation	• Implement and execute the Store Operating Model strategy and ensure best practices are followed in-store (Smart store and Self-checkout). • Optimize ways of working across people, processes, and technology • Ensure workplan and workforce distribution is customer centric • Secure benefit realization of operational best practice • Ensure locally adapted Store Operations packages are maintained and accessible
Roll out support & Collaboration	• Work closely with Retail Tech and other functions to align strategy and roll-out plans across tech and non-tech initiatives. • Provide in-store support during roll-outs incl., coordinate staff training. • Transition projects (e.g., new store opening) into business-as- usual operations (with Retail Ops in Sales Market) • Ability to travel to stores to train and coach store colleagues to secure the Store Operations model during the planning and implementation of project rollouts, including Smart Stores and Self-Checkout (SCO).
Take Commercial Actions	• Make informed decisions and take data driven, decisive actions from insights and tools to meet omni colleague and customer expectations across the Area / sales market. • Drive and benchmark Area Teams on store operational key results (CSX, RIFD, CSAT, SPA report etc) to ensure efficiency and maximize the colleague and customer experience • Act on gaps and opportunities within the store operating model in your sales markets, and elevate needs and risks towards the region where necessary

WHO YOU ARE

Your knowledge and personal characteristics

Knowledge consists of skills, competencies & experience

Skills	• Proven Leadership Skills • A strategic approach to implement and execute strategies on area and sales market level • Goal & results motivated • Being solution orientated & adapts to challenges • Proven training skills & results from previous role/s • Strong communication & collaboration skills • Fluent in English, both written and verbal
Experience	• 1+ years of experience in a role related to store operations (e.g., Store Manager) • Strong knowledge and experience in the application of store operations best practices • Good understanding of tech product development and how it can impact the physical store operating model and customer experience • Experience in implementing & leading change initiatives
Personal Characteristics	• You embrace diversity & inclusivity and understand it's what makes us strong • Clearly demonstrate a customer first mindset

	• Socially confident to present clearly to a large audience • Strong strategic abilities and sees the bigger picture • Open to learn and adapt to new ways of working, initiatives and strategies • Views feedback as a source of information and necessary to learn & develop yourself & others
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HOW YOU DO IT

Your behaviours: living the values, growth mindset, and leadership

No matter what your role may be at H&M – WHAT you do is as important as HOW you do it. Our Values are the starting point for how we act.

Our Values Our values have both guided and united us since 1947. They are the foundation of our culture, embedded in everything we do and everything we create.	Values in action Our values are put into action through their key behaviours/competences, that guide everyone here to perform a task successfully regardless of role. See below.
• 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	• 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, feedback culture) • Clarity (e.g., the ability to be clear, efficient, effective) [More detailed examples & information in relation to the Values can be found in the document  Values in Action Overview.pptx, please click on link to access].