

ROLE DESCRIPTION: BUSINESS CONTROLLER

WHAT YOU DO

You contribute to digital profitable growth in the region, playing an important role in understanding our digital commercial performance and the digital P&L.

You plan, forecast, and follow up on digital selling and the full sales equation together with the regional commercial team.

You secure a high-quality digital sales plan and ensure delivery of financial result in line with this plan together with the regional commercial team.

You are responsible for proactively reviewing performance and identifying opportunities and actions connected to sales, customer, traffic, and logistics to maximize net sales, omni profit, and customer base value in the region.

WHO YOU ARE

You have strong analytical skills with the ability to translate data into actionable insight.

You are experienced in eCommerce with an understanding of the total digital eco-system and eCommerce analytics.

You have strong business intuition and a strategic mindset with the ability to identify customer and business needs.

You understand the key drivers and elements of the digital P&L.

You enjoy teamwork, collaborate effectively with a diverse group of people to achieve set goals and targets, and are comfortable taking informal leadership.

HOW YOU DO IT

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

You act as an ambassador for the customer centric shift, have a growth mindset and encourage cross-functional collaboration

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

Add/remove/change main areas of responsibilities and explain major tasks in a couple of bullet points

Maximise profitable net sales and customer base for your region/sales markets – short and long term	<ul style="list-style-type: none">● Drive net sales and day-to day operations and executions in your region/e-com markets with a full understanding of your sales situation through sales and customer behaviour analysis.● Identify opportunities and threats for your sales markets based on biggest sales/customer impact; suggest commercial activities and follow up the final customer offer and apply learnings to future actions.● Drive selling with products and logistical capacity as key focus areas; follow up on total sales market reduction strategy based on the regional strategy to optimise profitable short and long-term selling.
Ensure delivery of the financial result of e-commerce and secure a high-quality digital sales plan	<ul style="list-style-type: none">● Take ownership for securing digital budget, financial sales plan, and forecasts.● Responsible for taking a holistic view, drive and follow up of the digital P&L● Set and drive actions to reach sales and profitability targets and secure digital sales follow up.● Review and follow up logistic cost and service scope ensuring cost-efficient and value-optimized customer promise.
Plan, forecast and follow up on selling and full sales equation together with commercial team	<ul style="list-style-type: none">● Set sales plan and sales equation on weekly and daily level for each sales market together with Head of Digital.● Evaluate selling daily and hourly versus plans and deliver insights to relevant stakeholders.● Evaluate and optimize commercial activations from a sales and profit perspective taking all costs into account including logistics reductions and other costs.
Drive analytics, insights and way of working in the team	<ul style="list-style-type: none">● Drive new way of working within analytics in the sales and operations team connecting traffic, web, receipt, customer and logistics data.● Provide analytical support to the full team in order to further develop its capabilities.● Create templates and tools to optimize daily operations in the team.

WHO YOU ARE

Your knowledge

Knowledge = education, skills, experience

Education	<ul style="list-style-type: none">● Bachelor's degree in related field such as Business, Economics, Engineering, or a relevant discipline.
Skills	<ul style="list-style-type: none">● Strong analytical skills with the ability to synthesize information and turn your analysis into actions.● Salesmanship combined with strategic mindset to identify key drivers and associated actions to optimize digital sales and profit as part of Omni P&L.● Adapt at visualizing and presenting analysis and conclusions toward a wide range of stakeholders.● Strong communication and informal leadership skills, with ability to get your message across and drive to see them through.● Proactive, curious and innovative approach to problem solving with a constant improvement mindset.● Able to work independently and be self-motivated while still working within a team environment and fostering a strong team collaboration.● Growth mindset and adaptable to change
Experience	<ul style="list-style-type: none">● 5+ years of E-commerce experience● Relevant experience from previous controlling roles in digital business● Experience from preparing and presenting financial reporting to leadership● Experienced in Power BI, MS Teams, SharePoint, GA, Tableau, Excel, PowerPoint, SQL● Data and web analysis experience

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>All colleagues within H&M Group share the same values.</p> <p>They express how we create meaningful growth together – with our customers at heart and the mindset Everyone is a leader.</p>	<p>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.</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) <p>[Turn to the overview of Values in action here for more detailed examples of how the key behaviours/competences can be expressed]</p>

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

