

ROLE DESCRIPTION: KEY ACCOUNT MANAGER

WHAT YOU DO

You will drive operational excellence and seamless customer experience on digital marketplace platform while consistently maintaining the H&M brand.

The role will work collaboratively and cross-functionally to drive and transform the customer experience while maximizing financial returns.

You work in accordance with legal requirements and H&M standards, policies and procedures to meet the expectations of customers and colleagues.

HOW YOU DO IT

You act in line with our **Values** and **Leadership** Expectations.

You contribute to our business success by being **results driven**, business minded and a team player; a **role model** for H&M.

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



The **WHAT** in this role description is about your responsibilities, while the **HOW** is about living our values and using your competences to carry them out.

ROLE DESCRIPTION:
KEY ACCOUNT LEAD

WHAT YOU DO

<p>Marketplace profitability and customer growth</p>	<ul style="list-style-type: none"> ● Execute on the activity plans for the brand on external marketplace. Gain familiarity with the commercial agenda of our partners, and maximize selling peaks through executing all campaigns & commercial activities in the most optimized manner ● Build and maintain brand health on the platform in terms of accurate & relevant catalogue, content, callouts, assortment and offer. ● Collaborate with marketplace partners to make sure day-to-day operations run seamless on the marketplace platform and help the brand optimize traffic, customer growth and revenue. ● Coordinate with Logistics and Operations teams (both internal and external) to secure timely deliveries and post purchase customer experience ● Explore and implement best practices for marketplace inventory fulfillment; identify areas for improvement that can lead to cost savings, greater efficiencies and profitability.
<p>Marketplace branding experience</p>	<ul style="list-style-type: none"> ● Execute promotional events to drive strong customer awareness and conversion ● Make sure H&M has a consistent, brand-appropriate presence across all high engagement visibility areas on marketplace/ communications through accurate price and product presentation. ● Ensure that H&M is represented in the right manner during key selling and customer base-building time period. ● Make sure that all assets (creatives) utilized across marketplace platforms align with global guidelines
<p>People & Team</p>	<ul style="list-style-type: none"> ● Secure strong collaboration between external partners and develop strong internal relationships across functional areas such as merchandising, media, business tech and logistics and meet revenue goals. ● Lift and share best practices and learnings between hm.com and external selling channels. ● Continuously drive new ways of working and setting new standards for best practices with respect to marketplace partnership ● Support global functions by providing market knowledge and sharing local initiatives.

WHO YOU ARE

Your knowledge

Knowledge = education, skills, experience

Education	<ul style="list-style-type: none">● 5 to 8 years of professional experience working within e-commerce or retail industry working for digital business● Marketing, communication or business degree/relevant qualifications and basic understanding of digital marketing● Have a passion for fashion content and love to build a brand in a digital environment
Skills <i>You have strong analytical skills and ability to link customer insight knowledge into commercial actions. You have great understanding of retail and synergies between channels.</i>	<ul style="list-style-type: none">● Solid project management experience within e-commerce● Customer-centric, creative and problem solving● Effective communication and interpersonal skills● Proven ability to achieve results through operational excellence● Ability to translate customer and sales insights into short-term commercial actions.● Experience using Google Analytics, PowerBI, and Tableau (or similar tools)● Ability to work in a highly complex environment● Able to work independently and be self-motivated while still working within a team environment and fostering a strong team collaboration● Strong organizational and time management skills with an ability to determine key priorities● Believes in entrepreneurial spirit, agile way of working and thrives in changing environment
Personal characteristics Personal characteristics that describe how you behave at work	<ul style="list-style-type: none">● COMMUNICATION - excellent written and communication skills, able to explain complex concepts simply● OPERATIONS - Enjoys operations and achieving excellence in execution● FLEXIBLE - Adapts easily to new challenges and circumstances● DECISIVE & ACTION ORIENTED - Thrives in a high-pace environment and can make quick decisions

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.

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

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



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KEY ACCOUNT LEAD

CONTRIBUTION MATRIX

WHAT YOU DO & HOW YOU DO IT

Exceptional	Always delivers beyond expectations (+++)	Is a true role model that engages others in our Values (+++)
High	Delivers on expectations and sometimes goes beyond (++)	Acts in line with our Values (++)
In progress	Most often delivers on expectations (+)	Most often acts in line with our Values (+)
Under	Rarely delivers on expectations (-)	Does not act in line with our Values (-)

*The Contribution Matrix is used in the annual Dialogue to support your development. We always assess both dimensions of performance: **WHAT** you do is as important as **HOW** you do it!*