

ROLE DESCRIPTION: VISUAL PROJECT LEAD

WHAT YOU DO

You are responsible for ensuring strong visual implementation of store projects and roll-out new VM components to support Area & Store teams to deliver the visual and commercial excellence, during each project phase and openings within the Sales Market.

You provide Region and Sales Market with required preparation for planned store projects, new stores and rebuilds.

In collaboration with Region, Expansion and Sales Market, you support & develop the store team with project implementation.

WHO YOU ARE

You have strong visual and commercial knowledge. Excellent product presentation, styling, and commercial skills with strong fashion interest.

Strong visual operational routines and best practice experiences from both Area and Stores.

You have strong understanding and knowledge about different store formats, commercial layout best practices and different interior programs.

Strong leadership and planning skills to drive communication and cross-functional collaboration whilst being solution orientated.

HOW YOU DO IT

By acting in line with our values and being a role model, you contribute to your own and H&M Group's business success.

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

WHAT YOU DO

Your responsibilities

Store Project Preparation <i>You provide Region, Area, and Store teams with required preparation for planned store projects, new stores and rebuilds.</i>	PREPARATION FOR STORE PROJECTS AND NEW VM COMPONENTS <ul style="list-style-type: none">● Plan, prepare and implement store projects and new VM components to enable future physical store identity and to maximize the customer experience, following the latest global recommendation/guidelines.● Secure a strong implementation plan for all store projects and roll-out new VM components aligned with the latest global recommendation/guiding principle for new openings, rebuilds and CX Upgrade Light together with relevant stakeholders such as Business Analyst Store Projects.● Provide layout support and solutions during phase planning (in relevant Drawing Programme) for short term/temporary projects and rebuilds focused on assortment/seasonal changes, interior & commercial layout to secure excellent customer experience following the latest Global Interior Placement Guidelines.● Secure the right amount of people resources to achieve the highest possible standards for store projects in cross collaboration with relevant stakeholders including Visual, Construction and Facilities through all store projects.● Ensure and adapt project pipeline and implementation plan based on the project demand and current business needs, actively communicating with Regional Visual Project Manager and Sales Market Visual Manager.● Support Regional Visual Project Manager with preparation work and material (interior count, current layouts, inventory, photos etc.) for new stores, rebuilds and closures.● Together with relevant functions you have the planning overview of the ordering and delivery of relevant NCG materials for all store projects.● Collaborate with Store Designers, Regional Visual Project Manager, Business Analyst Store Projects, and Material Lead to secure LIMA is updated according to latest project information.
Store Project Execution <i>You support and develop the store team with project implementation.</i>	EXECUTE STORE PROJECTS AND ROLL-OUT NEW VM COMPONENTS <ul style="list-style-type: none">● Provide VM support to ensure strong visual execution of all store projects and deliver visual and commercial excellence based on the scope of work for each project phase and new store openings with Regional Visual Project Manager and Sales Market Visual Manager.

	<ul style="list-style-type: none"> ● Execute the right interior and concept placement for selected project focused on noncomplex layout projects such as new Display Tools & Forms, Carriers and new A-area packages, Windows and CX Upgrade Light. Support Area and Stores to roll-out and deliver excellent visual and commercial standards at all execution stages of new VM components. ● Together with Business Analyst Store Projects you prepare, communicate project plan and timeline delivered through kick-off, meetings and store visits with Sales Market, Area, and Store teams. ● Support execution of new initiatives prioritized by the Regional Visual Project Manager focusing on upskilling and new directions based on updated Global VM strategies. ● Support, follow-up and provide feedback on execution phases of any store project on-site in collaboration with Sales Market, Area and Store team, Business Analyst Store Projects, and Regional Visual Project Manager. ● Ensure to handover store projects and provide final feedback on the implementation with Store Designers, Regional Visual Project Manager and Business Analyst Store Projects. ● Attract, drive, and develop future talents through coaching, inspiration, and feedback.
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WHO YOU ARE

Your knowledge and personal characteristics

Knowledge consists of education, skills, experience

Education <i>Relevant formal education, and/or other trainings, professional courses, and certifications relevant for the role.</i>	<ul style="list-style-type: none">• You have participated internal mandatory Visual Project Lead Introduction trainings.• You have participated in internal mandatory core Visual & Commercial trainings• AVM & VMM Training
Skills <i>Skills needed to perform the role effectively</i>	<p>PLANNING AND PREPARATION</p> <ul style="list-style-type: none">• Ability to set realistic planning on a Sales Market level coordinate projects and support implementation stages• Strong knowledge about layout best practice/method, and drawing methodology for different interior programs in store formats and new VM components• Proficient IT skills and a willingness to learn new IT skills to support role and processes• Familiarity with recent technologies and tools introduce to physical stores• Strong knowledge of all commercial & visual tools• Solution orientated and flexible to find the best solution in line with our H&M Values• Prioritizing growth and learning for yourself and the team <p>IMPLEMENTATION</p> <ul style="list-style-type: none">• Strong knowledge about physical store identity, global visual & commercial strategies and our assortment offer• Excellent product presentation, styling, and commercial knowledge• Strong fashion interest and expertise• Strong knowledge about visual routines and best practices• Good knowledge of operational best practises

	COMMUNICATION <ul style="list-style-type: none"> Leading with integrity and adhering to the brand's ethical standards Effective communication, presentation skills, and active listening Ability to adapt communication based on audience and situation Good English written and verbal communication
Experience <i>Previous work experience that is beneficial to the role</i>	<ul style="list-style-type: none"> Experience from working as a visual leader in Store and Area team with developing both business and people through teamwork (minimum of 2 years) Understand how to collaborate cross functionally to achieve results Understand how a physical store operates A good understanding of Expansion ways of working Experience and knowledge of layout best practice & layout method is preferred but not mandatory Understand Region and Sales Market organizational set-up (roles & responsibilities)
Personal characteristics <i>Personal characteristics and behaviours critical to thrive and perform in the role</i>	<ul style="list-style-type: none"> COMMUNICATIVE <ul style="list-style-type: none"> Strong presentation and communication skills CREATIVE & CURIOUS <ul style="list-style-type: none"> Is curious and looking for innovative ideas, inspiration and solution orientated DECISIVE & ACTION ORIENTED <ul style="list-style-type: none"> Thrives in a high-pace environment, gets things done and can make quick decisions even if information is missing FLEXIBLE <ul style="list-style-type: none"> Adapts easily to new challenges and circumstances. Is motivated by variety and ever-changing surroundings SUPPORTIVE <ul style="list-style-type: none"> Supporting and developing others

HOW YOU DO IT

Your behaviours: living the values, growth mindset, leadership

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>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>	<h3>Values in action</h3> <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.

