

ROLE DESCRIPTION: FASHION PR LEAD

WHAT YOU DO

You contribute to added customer value, a strong brand and increased fashion perception by being responsible of Fashion PR & Showroom development.

You work towards aligned and cross-functional goals, driving omni sales performance and customer centricity in all parts of your work.

You build and maintain relationships with key media, influencers, celebrities and opinion leaders together with the Head of PR & Communications Manager and Showroom Team. You collaborate closely with the other teams in the Customer Activation Team to be able to find synergies and maximize the effect of our earned communication.

You set tactics by planning, executing and following up on globally and locally planned

WHO YOU ARE

You have strong brand focus and are insight and data driven, with proven ability to drive results and work towards goals

You have a proven track record of creating results within the area of Fashion PR through locally adapted plans and strategies. With your experience within the industry and insight driven mind set you find innovative ways to engage our customers and stakeholders.

You are business driven, customer focused, commercial, communicative and an excellent relationship builder.

You know how to create results by leading others with an ambitious and pragmatic approach.

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.

PR & communications activities in accordance with H&M values, standards, policies and procedures.		
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WHAT YOU DO

Your responsibilities

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

<p>Fashion PR and Showroom Strategy & Tactics</p> <p><i>You are responsible of setting the Sales Market Fashion PR strategy and tactics. You align your beliefs together with the Head of PR & Communications</i></p> <p><i>You drive execution of activity plans and create results by ensuring Sales Market objectives in order to strengthen the H&M brand and fashion perception, both short & long term</i></p>	<p>FASHION PR AND SHOWROOM STRATEGY & TACTICS</p> <ul style="list-style-type: none"> • Build Sales Market tactics for Fashion PR and Showroom, together with the Head of PR & Communications, based on insights regarding customer, brand, media & competitive landscape • Strategically responsible for developing and driving an influencer and VIP relations programme • Responsible for local fashion PR activities together with the Showroom Team • Overall responsible for fashion press releases and content, incl. proof reading and translations • Driving SEO PR campaigns and reclaim link strategy <p>MEDIA RELATIONS</p> <ul style="list-style-type: none"> • Maintain and develop an in-depth knowledge of the local media landscape including good relations with most important media. • Responsible for communicating H&M messages externally and internally, together with HO and the Head of PR & Communications <p>SHOWROOM</p> <ul style="list-style-type: none"> • Responsible for driving overall showroom tactics, including plan, execute and follow up. • Ensure showroom project management. <p>AGENCY COLLABORATION</p> <ul style="list-style-type: none"> • Ensure effective agency collaboration and evaluate results, together with PR & Communications Manager, if applicable
<p>Networking & relationship building</p>	<ul style="list-style-type: none"> • You act as a brand ambassador for H&M • Identify, maintain and develop a network on a Sales Market level with the appropriate fashion journalists, stylists, influencers, celebrities and other opinion leaders.

<p><i>Builds a network of H&M ambassadors through maintaining and building strong local relationships with media, influencers, celebrities & opinion leaders</i></p>	
<p>Follow up</p>	<ul style="list-style-type: none"> • You follow up on goals and objectives connected to project responsibility, showing the connection to added customer value and selling when possible. • Ensuring relevant follow up of press clippings together with the Showroom Team
<p>Reporting & Collaboration</p>	<ul style="list-style-type: none"> • Responsible of leading the Showroom & PR coordinators effectively • Ensures a close collaboration with the Influencer Specialist to maximize synergies between paid and earned relationships

WHO YOU ARE

Your knowledge

Knowledge = education, skills, experience

Education	<ul style="list-style-type: none">• A formal education within Communication &/or Marketing is meriting - if not, at least 5-7 years of working experience in relevant roles.
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, eg. accounting skills, digital marketing, stakeholder management, communication skills.</i>	<ul style="list-style-type: none">• You have a strategic and analytical mindset with strong planning and prioritizing skills• You understand synergies between owned, paid & earned media• You know how to build our community within the most fashion forward target group and find innovative ways to elevate our brand• You have excellent communication skills, including fluent written and spoken English. Knowledge in other languages is meriting.• You are an excellent relationship builder• Fluent in Microsoft Office – Word, Powerpoint and Excel
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">• You have experience in working successfully within PR in a competitive landscape, meriting if within Sales Market country• You have a strong experience from working with fashion stakeholders, positioning brands within fashion while maintaining a customer focused communication• You have proven track results in optimizing PR plans to local needs• You have experience in working with showrooms• You have experience in collaborating with agencies• You know how to create results by leading others• Meriting with competence within digital/tech and omni ways of working

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>Our Values The spirit that defines our culture and reflects the heart and soul of H&M</p>	<p>Values in action Our values described as behaviours – shared by all H&M colleagues regardless of role</p>		
<p>We are one team We believe in people Entrepreneurial spirit Constant improvement Cost conscious Straight forward and open minded Keep it simple</p>	<p>TEAM PLAYER Being open minded Communicating clearly Enjoying teamwork Being flexible</p>	<p>RESULT DRIVEN Working towards goals Trying new things Improving efficiency Developing yourself</p>	<p>BUSINESS MINDED Focusing on customer value Taking responsible decisions Seeking opportunities Seeing the bigger picture</p>
<p>Growth mindset (also called the agile mindset)</p>	<p>Positive attitude to change / embrace challenges / persevere in the face of failure Desire to learn / putting effort to build new skills / learn from mistakes / ask for feedback and learn from it Find inspiration in success of others</p>		
<p>Leadership (if applicable)</p>	<p>n/a</p>		

APPENDIX

Additional tasks within role

Additional tasks key for role	<ul style="list-style-type: none">• Attend relevant events, both internal and external, for networking and business purposes• Always wear H&M garments on events and in Showroom.
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