

## ROLE DESCRIPTION: PAID MEDIA LEAD

### WHAT YOU DO

### WHO YOU ARE

### HOW YOU DO IT

<p>As the Paid Media Lead you will be responsible for developing and executing the paid media strategy for the Region.</p> <p>Create a data-driven paid media strategy with your media agency to maximize marketing budget and regional growth, driven by global guidelines.</p> <p>You will work closely with Customer Activation &amp; Marketing teams to ensure successful campaign implementation, optimization, and performance measurement across various paid media channels.</p>	<p>You have strong brand and customer focus with proven ability to set goals, drive results and take strategy into action.</p> <p>You are analytical, strategic, and are well-skilled in how to take insights into action, with a passion and understand of media, brand and customer.</p> <p>You have a strong media background and competence, and are able to connect the dots from brand through to performance to build and develop plans through the full customer journey.</p> <p>You enjoy working both on a strategic level as well as hands-on with day to day operations.</p>	<p>By acting in line with our values, having the right mindset and leadership [if applicable] you contribute to H&amp;M's business success.</p> <p>You act as an ambassador for the customer centric shift, have a growth mindset and encourage cross-functional collaboration</p> <p>You promote a positive and open environment where opinions, views and ideas are shared, proactively bring innovative ideas and explore growth opportunities</p> <p>No matter what your role may be at H&amp;M – WHAT you do is as important as HOW you do it.</p>
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## WHAT YOU DO

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## Your responsibilities

<b>Paid Media Strategy</b>	<ul style="list-style-type: none"><li>● Develop and implement comprehensive paid media strategies aligned with the organization's marketing objectives and target audience. Identify key performance indicators (KPIs) and metrics to measure the success of paid media campaigns from a regional perspective through to a Sales Market.</li><li>● Stay updated on the latest paid media trends, advertising platforms, and industry best practices to drive innovation and competitiveness.</li></ul>
<b>Media Plan Development &amp; Execution</b>	<ul style="list-style-type: none"><li>● Create and present detailed media plans, including targeting strategies, budget breakdowns, and timeline for campaign implementation.</li><li>● Collaborate with marketing and controlling teams to allocate the paid media budget effectively across different campaigns and channels based on performance and expected return on investment (ROI).</li><li>● Utilize data analytics and performance insights to optimize media plans, and targeting parameters. Continuously monitor campaign performance and adjust strategies to improve ROI working closely with the Global Buying Hub.</li><li>● Work closely with PR team to maximise PR initiatives and partnerships in the region.</li></ul>
<b>Campaign Reporting</b>	<ul style="list-style-type: none"><li>● Prepare regular performance reports and analysis, providing key insights to stakeholders and presenting actionable recommendations for campaign improvements.</li><li>● Gather and collect creative feedback to ensure strong creative material. This should be done in collaboration with the Insight &amp; Analytics team,</li><li>● Bring MMM learnings into follow-up and campaign reporting to inform future strategy and planning</li></ul>

# WHO YOU ARE

## Your knowledge

Knowledge = education, skills, experience

<p><b>Education</b> <i>list relevant formal education, eg. university degree (or equivalent) and/or other trainings, professional courses and certifications which are relevant for the role</i></p>	<ul style="list-style-type: none"><li>● Bachelor's degree in Marketing, Advertising, Business, or a related field. A relevant post-graduate degree or certifications are advantageous.</li><li>● Proven experience (typically 5+ years) in paid media planning and digital advertising.</li></ul>
<p><b>Skills</b> <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></p>	<ul style="list-style-type: none"><li>● Strong understanding how to influence Brand KPI's and the means to achieve a shift in consumer mindset.</li><li>● Strong understanding of various paid media channels and platforms, including Google Ads, Facebook Ads Manager, LinkedIn Ads, and other programmatic buying platforms.</li><li>● Experience with media planning tools and analytics platforms to analyze and optimize campaign performance.</li><li>● Analytical mindset and proficiency in data analysis to make data-driven decisions.</li><li>● Leadership skills to manage a team effectively and foster a collaborative work environment.</li><li>● Excellent communication and presentation skills to convey media plans and performance reports to stakeholders.</li><li>● Ability to work in a fast-paced environment, manage multiple projects, and meet tight deadlines.</li><li>● Detail-oriented with the ability to manage multiple projects and deadlines.</li></ul>
<p><b>Experience</b> <i>list relevant previous work related (and private if applicable) experience that could be beneficial for the role</i></p>	<ul style="list-style-type: none"><li>● At least 2 years experience in media agency</li><li>● Brand and customer marketing</li><li>● Experience in developing marketing plans across across all paid channels</li><li>●</li></ul>

# 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;"><b>Our Values</b></p> <p>All colleagues within H&amp;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 style="text-align: center;"><b>Values in action</b></p> <p>Our values are put into action through their key behaviours/competences, that guide all colleagues across H&amp;M Group to perform a task successfully regardless of role. See below.</p>
<ul style="list-style-type: none"> <li>● We are one team</li> <li>● We believe in people</li> <li>● We are entrepreneurs</li> <li>● We make constant improvement</li> <li>● We are cost conscious</li> <li>● We are straight forward and open minded</li> <li>● We keep it simple</li> </ul>	<ul style="list-style-type: none"> <li>● Collaboration (e.g., the ability to be collaborative, inclusive, engaging)</li> <li>● Empowerment (e.g., the ability to be empowering, trusting, listening)</li> <li>● Innovation (e.g., the ability to be innovative, risk-tolerant, flexible)</li> <li>● Improvement (e.g., the ability to be action oriented, taking ownership, willing to learn)</li> <li>● Resourcefulness (e.g., the ability to be resourceful, responsible, proactive)</li> <li>● Honesty (e.g., the ability to be open-minded, sincere, self-aware)</li> <li>● Clarity (e.g., the ability to be clear, efficient, effective)</li> </ul> <p><i>[Turn to the overview of Values in action <a href="#">here</a> 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.*

