

ROLE DESCRIPTION: OWNED MEDIA LEAD

WHAT YOU DO

As the Owned Media Lead, you will be responsible for developing and implementing the strategy for owned media channels, in close collaboration with the the global and regional Strategy & Planning team.

Your role involves overseeing owned media planning, content analysis and development, and distribution to drive engagement, brand awareness, and customer loyalty.

You will collaborate with cross-functional teams, to ensure that owned media channels are effectively utilized to achieve marketing and business objectives.

WHO YOU ARE

You have strong brand and commercial focus with proven ability to drive results and work towards goals.

You are analytical and insight-driven and have a strong interest in customer data, customer behaviour and how that impacts brand value and future business value.

You are driven by turning insights into actions and plans and present your findings and recommendations in a clear way to stakeholders across functions.

You work hands-on with planning and tactics, taking this out into daily operations.

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

Owned Media Strategy	<ul style="list-style-type: none"> ● Develop a comprehensive owned media strategy aligned with the overall marketing goals and target audiences. Identify key performance indicators (KPIs) and metrics to measure the success of owned media initiatives. ● Stay updated on the latest trends and best practices in owned media planning, content marketing, and digital communications to drive innovation and effectiveness and develop out the strategies connected to this.
Content Planning and Development	<ul style="list-style-type: none"> ● Collaborate with content creation teams within the region and globally to develop a content calendar and plan that aligns with brand messaging and resonates with the target audience across owned media channels. ● Utilize customer insights and data analytics to segment the target audience for owned media channels and tailor content to meet their preferences and needs in collaboration with CRM and Loyalty teams. ● Develop plans for owned media content based on Global Commercial Plans to maximize reach and engagement. ● Identify key tactics, based on the Relationship Phases, to maximise the owned media channels. ● Work closely with Digital and Controlling to set forecasts that align with digital plans
Owned Channel Management and daily operations	<ul style="list-style-type: none"> ● Oversee the management and optimization of owned media channels together with Digital to ensure a holistic plan cross all digital touchpoints app, site, social, email and push, ensuring that the plan is synced with the overall holistic planning. ● Use data analytics tools to analyze the performance of owned media campaigns and content. Continuously monitor key metrics and use insights to optimize strategies and content.
Collaboration	<ul style="list-style-type: none"> ● Support and mentor internal teams, providing guidance, mentorship, and support to ensure the successful execution of owned media plans. ● Collaborate with the teams within the Region to secure holistic planning, utilising the Relationship Phases. ● Secure an owned channel perspective throughout the planning process. ● Closely collaborate with the content operations team to secure the right content in the right place at the right time for the customer and provide a feedback loop to the insights unit and global content teams.

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WHO YOU ARE

Your knowledge

Knowledge = education, skills, experience

<p>Education</p> <p><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">• Bachelor's degree in Marketing, Advertising, Communications, or a related field. A relevant post-graduate degree or certifications are advantageous.• Proven experience (typically 5+ years) in owned media planning, content marketing, or digital communications.
<p>Skills</p> <p><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">• Strong understanding of owned media channels, content strategy, and audience engagement.• Analytical mindset and proficiency in data analysis to make data-driven decisions.• Leadership skills to manage a team effectively and foster a collaborative work environment.• Excellent communication and presentation skills to convey owned media strategies and performance reports to stakeholders.• Creative thinking and the ability to innovate content ideas and formats.• Ability to work in a fast-paced environment, manage multiple projects, and meet tight deadlines.• Ability to work in a fast-paced environment, manage multiple projects, and meet tight deadlines.
<p>Experience</p> <p><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">• Holistic marketing planning, connecting owned channels into the overall plans• Experience with content planning tools, content management systems (CMS), and analytics platforms.

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.

<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><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.

