

ROLE DESCRIPTION

CONTENT COORDINATOR

WHAT YOU DO

You coordinate CRM content across channels and ensure accurate setup in automation tools.

You manage copy and content quality by writing, translating, validating, and reviewing content adaptations.

The role will include coordination, proofreading, and validation

Owns the governance and coordination of paid media and in-store content creation and rollout, partnering closely with production hubs, media agencies, and store teams to ensure aligned, timely, and effective execution across markets.

WHO YOU ARE

You are a structured communication professional with strong language skills, tool proficiency, and fluency in English and a local language.

You bring experience in content management, copy editing, and media-related work.

HOW YOU DO IT

By acting in line with our Values, having a growth mindset and acting as role model, you contribute to H&M's business success through people engagement.

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

Content Coordination (CRM & Channels)	<ul style="list-style-type: none">● Coordinate content for CRM channels (Email, Push and when applicable SMS and Whatsapp) and, when applicable, local own social channels and marketplaces● For locally planned CRM communication (Email, Push and when applicable SMS and Whatsapp); setup content in Marketing automation tool according to defined plan, based on existing content blocks
Copy & Content Quality Management	<ul style="list-style-type: none">● Coordinate copy for marketing content, including writing and/or ordering tactical copy, ordering translation of copy as well as validating copy translation cross channel, when applicable● Approve and review content adaptations across channels, when applicable
Content Planning	<ul style="list-style-type: none">● Be fully immersed in the local daily customer communications plan to anticipate the asset production needs for paid media and store communications● Stay informed in detail about the latest global channel playbooks, media ad formats and store formats● Closely collaborate with Media specialists & Media agency to support with the implementation of paid media and store activities
Content coordination – Paid Media	<ul style="list-style-type: none">● Brief & coordinate media assets requirements and needs with local Media agency, regional Production hub and local Content Editor● Point of contact for Media agency when it comes to ad formats and assets● Close collaboration with Global M&C Agency teams (Production Managers) to secure full understanding of the paid media campaigns
Content coordination – Store communications	<ul style="list-style-type: none">● Understand in detail the global store communications strategy, guidelines & placements for printed material and digital screens● Brief & coordinate POS assets requirements and needs with regional Production hub, NCG team and local Content Editor● Brief Store Visual team on POS plan and quantities per campaign so that Store Visual can order and execute store material

	<ul style="list-style-type: none"> ● Feed in local needs for digital screens moving content to regional Production team ● Collect input and feedback from stores and Visual team around the in-store communications material and asset allocation and share with relevant stakeholders
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<h2>WHO YOU ARE</h2> <p>Your knowledge: education, skills, experience</p>	
<h3>Education</h3>	<ul style="list-style-type: none"> ● Degree in Marketing, Communication, or related field (or equivalent experience)
<h3>Skills</h3>	<ul style="list-style-type: none"> ● Highly structured, with ability to manage many parallel tasks ● Strong linguistic skills ● Proficiency in creative and office software tools ● Expert in formats and assets for paid media (Tv, OOH, OLV, Display, Social, Print etc) ● Good understanding of printed formats and communication used in retail stores ● Good understanding of local media landscape and how media agencies operate

	<ul style="list-style-type: none">• Structured, organized and efficient• Good analytical ability• High level of English
Experience	<ul style="list-style-type: none">• Minimum 3 years' experience in content management, as well as copy editing and proofreading (preferably within fashion industry)• Experience managing content for media platforms

HOW YOU DO IT

Your behaviours: living the values, having growth mindset.

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

Our Values


Our values have both guided and united us since 1947. They are the foundation of our culture, embedded in everything we do and everything we create.

- 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

Values in action

Our values are put into action through their key behaviours/competences, that guide everyone here to perform a task successfully regardless of role. See below.

- 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, feedback culture)
- Clarity (e.g., the ability to be clear, efficient, effective)

More detailed examples of how the key behaviors/competences can be expressed can be found in the document  [Values in Action Overview.pptx](#), please click on link to access.

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