

## ROLE DESCRIPTION: CUSTOMER ACTIVATION & MARKETING CONTROLLER

### WHAT YOU DO

You contribute to added customer value, a strong brand and increased sales by managing the goal setting, follow up and KPIs of the Loyalty & Customer base, Customer experience, Brand & Media for the region

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

You drive the Budget process and follow-up of all CA&M costs related to results/outcome achieved

### WHO YOU ARE

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

An experienced Business Controller who understands customer centric KPIs, marketing and research costs, including related results and outcome, media budgets and reporting structures

You can connect and interact with different functions to drive goals and KPIs to grow Brand, Sales and improved Customer experience

### 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

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

<b>Driving processes for goals &amp; KPIs</b>	<ul style="list-style-type: none"><li>● Drive the customer activation goal process for the region to set customer centric, measurable and clear targets &amp; KPIs related to customer base and customer experience, loyalty, brand development, performance media revenue &amp; traffic</li><li>● Collaborate with Global Marketing Controller &amp; Global CRM around goals setting process – and with regional team key stakeholders to follow up on KPIs</li><li>● Align customer goals with financial goals</li><li>● Lead budget process related to customer activation – media spend, content costs, production costs, agency fees &amp; other posts related to tools and the team - all costs in relation to results achieved, making sure the function deliver on set goals</li></ul>
<b>Supporting and coordinating processes for analysis &amp; follow Up</b>	<ul style="list-style-type: none"><li>● Support follow-up on spend, performance, investment priorities for all countries in region</li><li>● Support and coordinate discussions regarding trade-offs related to media, production and research budgets</li><li>● Analyze data to identify trends, patterns, and key insights.</li><li>● Coordinate with Strategy &amp; Planning, PR and Content Operations to follow up on costs and performance of brand &amp; sales activation campaigns</li><li>● Coordinate with Insight Analysts to follow up on performance of customer base and customer/brand experience</li><li>● Support business case development connected to investment to Head Office to secure efficiency connected to investments and enable decision making</li><li>● Lead the updated KPI scorecards in line with regional and global reporting cadence via close cooperation with relevant analyst roles within CA</li><li>● Use data to identify trends, make data-driven decisions and continuously optimize media campaigns and investments, using tools like Google Analytics, advertising platforms and other data analysis software.</li></ul>

## External partnerships

- Supports regional/local procurement processes for agency contracts, partnerships etc (when applicable)
- Follow up with agencies on cost control & invoice handling

# 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>● University Business degree - or if not, at least 3 years of working experience in a Business Controller role preferably in marketing, media and/or CRM in agency or retail company</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>● Good understanding of retail KPIs from a customer, sales and/or media perspective</li><li>● High analytical ability</li><li>● Structured, organized and efficient</li><li>● High level of English</li><li>● Strong informal leadership skills</li><li>● Excel wizard</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>● Have worked as Business Controller in fashion retail and/or media agency</li><li>● At least 3 years of working experience in above areas</li><li>● Have experience from following up on goals, KPIs and media budgets</li><li>● Meriting with competence withing digital/tech and omni ways of working</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.

<h3>Our Values</h3> <p><i>All colleagues within H&amp;M Group share the same values.</i></p> <p><i>They express how we create meaningful growth together – with our customers at heart and the mindset Everyone is a leader.</i></p>	<h3>Values in action</h3> <p><i>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.</i></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><li>● [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]</li></ul>

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

