

ROLE DESCRIPTION:



AREA VISUAL MERCHANDISER

WHAT YOU DO



HOW YOU DO IT

You are responsible for supporting the **Sales and Profit** goals in your Area by creating a plan to deliver a **Great Customer Experience** in line with the country.

You ensure your stores have **Great Visual Teams** by actively working with succession planning, talent and leadership development and structured performance management, based on results, values and leadership.

You work in accordance with legal requirements and H&M standards, policies and procedures to meet the expectations of customers and colleagues.

You act in line with our **Values** and **Leadership Expectations**. You contribute to our business success by being results driven, business minded and a team player; a role model for H&M.

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

The **WHAT** in this role description is about your responsibilities, while the **HOW** is about living our Values and the Global Leadership Expectations – behaviours shared by all leaders at H&M.

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AREA VISUAL MERCHANDISER

WHAT YOU DO

Your responsibilities

Sales & Profit

*You are responsible for supporting the **Sales and Profit goals** in your Area by creating a plan to deliver **Great Customer Experience** in line with the country.*

- You inspire and motivate your teams to deliver excellent indirect customer service in their Stores through 100% implementation of the Commercial Handbook
- You follow up to make sure the Commercial Handbook is implemented through regular coaching Store visits and feedback
- Together with SM/VM, you ensure your Store VM teams have visual routines in place, (sample picking, planning etc.), to create clear garment presentation and wearable buying suggestions throughout the Store
- You ensure that there is a consistently high visual level in Stores that is both inspirational and commercially competitive as well as being in line with the global guidelines
- You ensure that the visual execution meets H&M's expectations with the use of the Customer Experience Tool
- You ensure that the local commercial plan is implemented and follow up all sales campaigns and activities according to H&M guidelines
- You ensure that you and your team are up-to-date and understand current fashion trends, visual guidelines, styling techniques and competitor landscape in order to anticipate our customers' needs
- You share, inspire and educate your Area and Store Teams on seasonal fashion information during kick-offs, meetings and Store visits
- You support expansion needs in your Area with effective planning for new Stores, rebuilds and maintenance
- You establish best practice on the quantity, condition and maintenance of all Visual Merchandiser materials, visual scheme orders, display stock and interior materials with sustainability in mind
- You regularly collaborate with your Support Office VMs and Country VM to communicate the visual level in your Area

People & Teams

You ensure your stores have Great Visual Teams by actively working with succession planning, talent and leadership development and structured performance management, based on results, values and leadership.

You ensure we offer all employees fair and attractive work conditions and that all employee relation responsibilities; legal requirements and H&M policies are fulfilled.

- Together with the AHR, you ensure Store Managers work with structured performance management for all VMs and VMMs in the stores
- Together with the AHR, you ensure all VMs and VMMs in your Area receive an annual dialogue, feedback on their performance and a clear development plan or action plan of improvements to be made
- You evaluate, develop and map the visual performance of the Store teams in the Area through feedback, coaching visits, training and workshops
- Together with your VMMs and SMs you identify visual talent and ensure development plans are implemented accordingly
- You work actively with succession planning for all visual roles in the Area to ensure a sustainable pipeline
- You ensure role clarity for all VM roles in your Area and make sure that all Store Management Teams understand the responsibilities of these roles
- Together with AHR, you forecast VM recruitment needs and ensure visual recruitment follows global best practice and guidelines
- You plan and deliver quality visual training for all visual roles (introduction training, sample picking and styling training), also for store management teams on their visual responsibilities.



Your **WHAT** combined with your **HOW** = Your contribution to H&M's business success.

ROLE DESCRIPTION: HOW YOU DO IT

AREA VISUAL MERCHANDISER

Our Values <i>The spirit that defines our culture and reflects the heart and soul of H&M</i>	Values in action <i>Our Values described as behaviours – shared by all H&M colleagues regardless of role</i>	Leadership in action <i>Our Global Leadership Expectations – behaviours shared by all leaders at H&M</i>
<ul style="list-style-type: none"> • We are one team • We believe in people • Entrepreneurial spirit • Constant improvement • Cost-conscious • Straight forward and open-minded • Keep it simple <p>In everything we do, sustainability is a natural part.</p>	<p>TEAM PLAYER</p> <ul style="list-style-type: none"> • Being open minded • Communicating clearly • Enjoying teamwork • Being flexible <p>RESULT DRIVEN</p> <ul style="list-style-type: none"> • Driving towards goals • Trying new things • Improving efficiency • Developing yourself <p>BUSINESS MINDED</p> <ul style="list-style-type: none"> • Focusing on customer value • Taking responsible decisions • Seeking opportunities • Seeing the bigger picture 	<ul style="list-style-type: none"> • You act with trust and integrity • You lead by example • You lead with vision • You drive goals forward • You build your team • You communicate in an inspiring way • You develop others • You develop yourself

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

ROLE DESCRIPTION:



CONTRIBUTION MATRIX

WHAT YOU DO

&

HOW YOU DO IT

Exceptional	Always delivers beyond expectations (+++)	Is a true role model that engages others in our Values (+++)
High	Delivers on expectations and sometimes goes beyond (++)	Acts in line with our Values (++)
In progress	Most often delivers on expectations (+)	Most often acts in line with our Values (+)
Under	Rarely delivers on expectations (-)	Does not act in line with our Values (-)



*The Contribution Matrix is used in the annual Dialogue to support your development. We always assess both dimensions of performance: **WHAT** you do; Responsibilities and **HOW** you do it; Values and Global Leadership Expectations.*