

## ROLE DESCRIPTION

### PAID MEDIA LEAD

#### WHAT YOU DO

#### WHO YOU ARE

#### HOW YOU DO IT

<p>You lead full-funnel media planning and execution by aligning global and local paid-media activities with commercial goals, optimizing performance, and driving strong results across channels.</p> <p>You have experience of managing large media budgets in the present or past role have a funnel expertise and have driven agency collaboration, oversee high-quality execution through continuous reviews, performance tracking, and cross-functional coordination.</p>	<p>You have a background in marketing, communications, or business, with strong paid-media expertise, analytical ability, and stakeholder-management skills.</p> <p>You bring years of experience in digital or performance marketing, proven success managing media budgets and ROI-driven campaigns, and solid experience collaborating with agencies.</p>	<p>By acting in line with our Values, having a growth mindset and acting as role model, you contribute to H&amp;M's business success through people engagement.</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>
---	--	---

#### WHAT YOU DO

Your responsibilities

**Media Strategy & Planning**

- Lead the formulation of Full-funnel (global and local paid media channels) media strategy & plan for activities along marketing calendar in accordance to set QCP process together with agency teams, including budget per campaign/channel/week
- Align media plans and continuous updates with commercial plan.
- Deep understanding of MMM , RBA , Meta, Google platform dashboards to lead projections (Annual, monthly & campaign basis), optimizations (in campaign, monthly, quarterly), KPI tracking.
- Lead set-up campaign media KPI's & post campaign analysis and understandings.
- Exhibit strong relationship management with partner platforms, global and local agencies.

**Media Activation, Optimization & Performance**

- Effectively lead media high media budget and help drive strong brand affinity, in mind and aided brand recall, media lead acquisition and retention activations.
- Lead complete mandate from top of funnel to bottom funnel perspective, connecting media / marketing efforts with business driven roles.
- Proper understanding of digital & physical media landscape and capability to execute campaigns in line with business / channel requirement.
- Lead the activation and ongoing performance follow-up of paid media channels.
- Skilled with latest tools / channels available in media ecosystem with ability to adapt skills inline with brand / business needs.
- Skilled with understanding of AI driven media tools and automation tools and ability to align upcoming new ways of working.
- Collaborate with Global Media Optimization Lead on media optimization of global media channels.
- Lead Full-funnel media Monthly and Quarterly Reviews in Sales Market.
- Drive and follow up on paid media budget investments and results for the sales market.
- QCP process setup with RFP management and compliance.

<p>Agency Management &amp; Governance</p>	<ul style="list-style-type: none"> <li>● Conduct onboarding and regular performance reviews for local agencies based on global framework</li> <li>● Responsible for the overall tactics and execution of local channel activation in collaboration with the media agency and global media teams.</li> <li>● Budget management inline with annual plan. Ensure proper working with global / local agencies to ensure all requirements from invoices and billings are done on time.</li> </ul>
---	--

<p><b>WHO YOU ARE</b></p> <p>Your knowledge: education, skills, experience</p>	
<p>Education</p>	<ul style="list-style-type: none"> <li>● Degree in Marketing, Comms., Business or related field</li> </ul>
<p>Skills</p>	<ul style="list-style-type: none"> <li>● Strong paid media expertise across channels and the full funnel</li> <li>● Analytical and data-driven mindset</li> <li>● Strong stakeholder management and collaboration skills</li> <li>● Commercial mindset with focus on ROI and performance</li> </ul>
<p>Experience</p>	<ul style="list-style-type: none"> <li>● 8-10 years' experience in digital marketing, with strong focus on performance channels</li> <li>● Proven track record in managing large media budgets and driving ROI-focused campaigns</li> <li>● Experience managing agency partners</li> </ul>

## 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