

ROLE DESCRIPTION: MATERIAL LEAD

WHAT YOU DO

You are responsible to update and maintain LIMA information.

You collaborate with relevant functions in order to provide stores with the right material on time.

You are responsible to align and oversee budget cost for global and local accounts.

WHO YOU ARE

You understand and have knowledge about visual merchandising and printed materials.

You know routines and best practices for how to handle and order visual material.

You have visual merchandising experience from both Area and/or Stores.

Strong leadership skills to drive communication and cross functional collaboration.

HOW YOU DO IT

By acting in line with our values and being a role model, you contribute to your own and H&M Group's business success.

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

WHAT YOU DO

Your responsibilities

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| <p>Implement Strategy</p> <p><i>You are responsible to implement the material strategy and be cost conscious with investments for visual material and tools. Ensures global and local budgets are followed within the Sales Market.</i></p> | <ul style="list-style-type: none">● Set a strategy to ensure routines for global purchases. (Purchase Order Portal)● Plan investments and budget needed for display forms, carriers, shoes, and window maintenance based on global direction for SP10 projects in collaboration with Regional Visual team and Expansion.● Align budget and cost for windows and printed materials for local accounts together with Customer Activation.● Set a strategy of how to update and maintain LIMA and keep the information correct and accurate in collaboration with Visual Project Lead and Expansion.● Oversee and align budget for local and global accounts based on previous years and establish spend based on year needs with relevant stakeholders accordingly to global direction.● Support with budget forecast and monthly/quarterly follow-up for local accounts.● Review cost invoices from suppliers into VIM accordingly. |
| <p>Execute</p> <p><i>You are responsible to ensure the right material is ending up in the correct stores.</i></p> | <ul style="list-style-type: none">● Provide all stores with the right local and global materials. (e.g., printed material, props, window material)● Coordinate with NCG to ensure that the right materials end up in the right location at the right time.● Secure right material quantities for global campaigns per each store activation with Customer Activation.● Secure visual NCG and printed material orders arrives on time based on the opening dates for new store projects.● Ensures NCG order requests for white stickers, sale stickers, gift cards and hangers etc. are correct and deadlines are met.● Coordinate navigation production with external /or internal Plottershop Lead for store projects.● Coordinate and review Commercial Weekly information with Regional Visual team and Sales Markets.● Ensure routines of how to recycle visual NCG and printed materials are communicated to Area and Store teams.● Follow-up all material implementation in windows and sales floor meets local legislation with Sales Market teams. |

Support & Development

You collaborate and communicate with other functions to create the best results within the Sales market.

- Create, develop and quality assure upskilling for all colleagues to support material routines.
- Support Areas and Stores to secure right visual NCG and printed material orders arrives to the right store.
- Support AVM's and Store team to problem solve material in stores.
- Follow up on incorrect orders, quality, sourcing outcome and reorder material with NCG if necessary.
- Collaborate and communicate with NCG warehouse on store activation plan, visit distribution centre to support logistics with material maintence and clean-outs.
- Communicate information regarding store materials with Area & Store teams.
- Attract, drive, and develop future talents by coaching, feedback, and follow-up.

WHO YOU ARE

Your knowledge and personal characteristics

Knowledge consists of education, skills, experience

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| <p>Education</p> <p><i>Relevant formal education, and/or other trainings, professional courses, and certifications relevant for the role.</i></p> | <ul style="list-style-type: none">● Visual Merchandiser training● Business Expert related trainings |
| <p>Skills</p> <p><i>Skills needed to perform the role effectively</i></p> | <p>MATERIAL STRATEGY</p> <ul style="list-style-type: none">● Good understanding of material handling in store and warehouses● Able to set best practice for material routines● Understand how to place material orders in the systems● Knowledge about LIMA● Understand how to recycle visual material to be cost conscious● Proficient IT skills and a willingness to learn new IT skills to support role and processes <p>BUDGET</p> <ul style="list-style-type: none">● Can oversee visual budget and is aware of global and local accounts● Knowledge how to do invoices <p>LEADERSHIP AND COMMUNICATION</p> <ul style="list-style-type: none">● Leading with integrity and adhering to the brand's ethical standards● Effective communication, presentation skills, and active listening● Ability to adapt communication based on audience and situation● Good English written and verbal communication● Prioritizing growth and learning for yourself and the team |

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| <p>Experience</p> <p><i>Previous work experience that is beneficial to the role</i></p> | <ul style="list-style-type: none"> ● Visual Merchandiser experience from Store and/or Area team (minimum of 2 years) ● Advance visual operational knowledge ● Understand how to collaborate cross functionally to achieve results ● Admin knowledge (LIMA, Cost Invoices, POP, NCG order systems etc.) ● Knowledge of visual NCG & printed materials ● Ability to collaborate with teams from a distance |
| <p>Personal characteristics</p> <p><i>Personal characteristics and behaviours critical to thrive and perform in the role</i></p> | <ul style="list-style-type: none"> ● STRATEGIC - Understands different perspectives and enjoys contributing to strategic developments ● DECISIVE & ACTION ORIENTED - Thrives in a high-pace environment, get things done and can make quick decisions even if information is missing ● CREATIVE & CURIOUS - Is curious and looking for innovative ideas, inspiration and is solution orientated ● COMMUNICATIVE - Strong presentation and communication skills with the ability to adapt communication based on audience and situation ● SUPPORTIVE - Supporting and developing others. Investing time in others and seeing them grow ● FLEXIBLE - Adapts easily to new challenges and circumstances. Is motivated by variety and ever-changing surroundings |

HOW YOU DO IT

Your behaviours: living the values, growth mindset, leadership

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> |
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| <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.

