

ROLE DESCRIPTION:
**COMMUNICATION SPECIALIST
 & PRESS OFFICER**

WHAT YOU DO

WHO YOU ARE

HOW YOU DO IT

<p>You contribute to added customer value, a strong brand and increased sales by ensuring high quality Media Relations and PR & Communications activities.</p> <p>You work towards aligned and cross-functional goals, driving omni sales performance and customer centricity in all parts of your work</p> <p>You plan, execute, and follow up Sales Market PR and communications activities in accordance with H&M Brand guidelines and policies. You act as a Sales Market spokesperson working with reactive and proactive media relations. You are responsible of adapting internal communication to the Sales Market's need.</p>	<p>You have strong commercial focus and are insight and data driven, with proven ability to drive results and work towards goals</p> <p>You have a proven track record of creating results as a communication specialist with great knowledge in Media Relations. With your insight driven mind set you find innovative ways to engage our customers and stakeholders.</p> <p>You are business driven, customer focused, commercial, communicative and an excellent relationship builder.</p>	<p>By acting in line with our values, having the right mindset and leadership [if applicable] you contribute to H&M's business success.</p> <p>You act as an ambassador for the customer centric shift, have a growth mindset and encourage cross-functional collaboration</p> <p>You promote a positive and open environment where opinions, views and ideas are shared, proactively bring innovative ideas and explore growth opportunities.</p> <p>No matter what your role may be at H&M – WHAT you do is as important as HOW you do it.</p>
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WHAT YOU DO

Your responsibilities

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

Media relations and PR & Communications activities

You monitor and respond to local media enquiries together with the Communications & PR Manager and other press officers. Building, developing and maintaining relationships with relevant media and contacts.

- Build trust & develop H&M's local general media picture together with the Communications & PR Manager and proactively pitch news from H&M in selected focus areas.
- You manage local reactive media relations (press telephone and mail) together with the Communications & PR Manager, and the local media relations team, and secure that the global communications and media policies are being followed locally.
- Part of the local "after hours" press group, you handle incoming press enquiries and supporting customer service with messages during evenings and weekends.
- You act as local spokesperson in selected topics together with the Communications & PR Manager.
- Responsible for communicating H&M messages externally and internally in communications issues, together with HO and the Communications & PR Manager.
- Responsible of adapting and quality proofing press releases, including creating local press releases when relevant
- Collaborate with local customer service team in local communications on social media.
- Crisis Management in collaboration with PR & Communications Manager

PR & COMMUNICATIONS ACTIVITIES

- You support Sales Market Communications activities within areas such as expansion, innovation, sustainability & employer branding.

<p>Internal communications</p> <p><i>Execute and follows up on regional & global Communications plan to effectively spread H&M's messages to our own employees. Complements planning when relevant from a Sales market perspective.</i></p>	<ul style="list-style-type: none"> ● Manage the local edition of H&Ms' internal communication channels, including publish global and regional content, create local news and distribute H&M news ● Responsible for securing the quality and tone of voice in all translations of global material used in the internal communication channels ● Plan, execute and follow up on local internal communications activities in collaboration with other local departments such as e.g. HR ● Supports with internal communications guidance in Sales Market specific topics
<p>Networking & relationship building</p> <p><i>You build a network of H&M ambassadors through maintaining and building strong local relationships with media, influencers, celebrities & opinion leaders</i></p>	<ul style="list-style-type: none"> ● Act as a brand ambassador for H&M ● Identify, monitor, interact and develop a network with current and up-coming journalists and opinion leaders in your market and work proactively (including attending relevant events)
<p>Follow up</p>	<ul style="list-style-type: none"> ● Responsible for local earned media monitoring and analysis ● Follow up and report on KPIs and objectives connected to project responsibility, showing the connection to added customer value and the business when possible

WHO YOU ARE

Your knowledge

Knowledge = education, skills, experience

<p>Education <i>Meriting with a University degree in communications, marketing or similar</i></p>	<ul style="list-style-type: none">● A formal education within Communication, Marketing (or similar) is meriting – if not at least 5 years' experience from similar positions and/or within PR/Communications
<p>Skills <i>Strategic mindset and planning skills, communication skills, relationship building</i></p>	<ul style="list-style-type: none">● You have a strategic mindset and strong planning and prioritizing skills● You have excellent communication skills, including fluent written and spoken local language and English. Knowledge in other languages is meriting.● You are an excellent relationship builder.● Fluent in Microsoft Office – Word, Powerpoint and Excel
<p>Experience <i>You have proven experience in media relations, PR and internal and crisis communication</i></p>	<ul style="list-style-type: none">● Experience in media relations. Meriting if within the Sales Market countries.● Strategic experience in Corporate & Fashion PR, Internal & Crisis Comm● Proven track results in building &/or protecting the brand through PR & media relations● Experience in high level media analysis● Meriting with competence within digital/tech and/or omni ways of working

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.

<p>Our Values The spirit that defines our culture and reflects the heart and soul of H&M</p>	<p>Values in action Our values described as behaviours – shared by all H&M colleagues regardless of role</p>		
<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>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"> ● Working 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
<p>Growth mindset (also called the agile mindset)</p>	<ul style="list-style-type: none"> ● Positive attitude to change / embrace challenges / persevere in the face of failure ● Desire to learn / putting effort to build new skills / learn from mistakes / ask for feedback and learn from it ● Find inspiration in success of others 		
<p>Leadership (if applicable)</p>	<p>n/a</p>		