

ROLE DESCRIPTION: DIGITAL EXPERIENCE LEAD

WHAT YOU DO

You contribute to digital profitable growth in the region, playing a critical role in securing the end-to-end digital experience of our customers that drives brand perception, sales growth, and profitability.

You are responsible for the end-to-end experience of our owned digital transactional channels (.com and app), driving daily planning and securing execution of a seamless customer journey in each market across the full-funnel, from start page to final receipt.

Based on an understanding of daily performance and customer behaviour, you proactively identify and drive tests to positively impact conversion, improve profit, and increase fashion brand perception.

You act as an informal leader, working as a counterpart to our global digital value streams to ensure value capture through implementation of new capabilities.

WHO YOU ARE

You have a strong e-commerce background and previous experiences and proven track record driving digital commercial growth via conversion rate optimization.

You have a good understanding of how to optimize the digital customer experience for overall profitable growth, short and long-term.

You are data driven, with strong analytical capabilities and ability to synthesize data into insights and tangible actions.

You are customer centric in your approach and have an ability to translate visions, directions and frameworks into specific actions and improvements.

You are structured and well ad versed in planning, presenting, and communication.

You act as an informal leader in how you drive your work, you get your message across and inspire others.

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

Digital commercial customer planning	<ul style="list-style-type: none">• Translate regional customer commercial plan into daily site activity plan for each market that delivers strong commercial performance in line with brand direction.• Secures overall digital customer experience day-to-day including content publishing and segmentation for homepage, navigation, and all site communication for each market in coordination with E-com Leads, who execute publishing and segmentation.• Proactively identify in-season reactive activities to drive further digital growth based on customer insights and trends.• Incorporate digital advantages and perspectives into planning and follow up to continually optimize overall performance.
Digital experience optimization <i>Secure full funnel digital experience.</i>	<ul style="list-style-type: none">• Secure full funnel optimization of the holistic digital customer experience on .com & app.• Conduct analysis and utilize insight from data such as sales performance, web analytics, user behavioural insights, heatmapping, and A/B testing to generate hypothesis and identify actions to improve digital sales, profit, brand perception, and customer lifetime value.• Plan, create, and execute A/B tests and actions available to the regional team (e.g., optimization of landing pages, checkout processes, and other conversion points), in line with our CX strategy and brand direction.• Review results and conclusions of tests and actions, and share learnings with regional teams and global functions to continually refine our understanding of 'what good looks like'.• Identify, size, and formalize towards global function opportunities for improvement in the digital customer journey and conversion funnel, from traffic acquisition to conversion and retention, to inform our digital development roadmap.• Drive implementation of post-purchase strategies and new capabilities in tight collaboration with our global value streams to ensure value capture.• Continually monitor and optimize delivery, payment & return options and fees to drive overall digital profit growth.

Collaboration	<ul style="list-style-type: none"> • Work in tight collaboration with E-com Leads to secure day-to-day digital customer experience and continually optimize the full funnel. • Work closely with CA&M Performance Manager to identify and champion digital opportunities both during planning and reactive in-season activities, securing alignment between digital experience on site and traffic driving channels.
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WHO YOU ARE

Your knowledge

Knowledge = education, skills, experience

Education	<ul style="list-style-type: none"> • Bachelor's degree in related field such as Business, Economics, Marketing, or a relevant discipline.
Skills	<ul style="list-style-type: none"> • Experienced within ecommerce with understanding of the total digital ecosystem and its synergies. • In depth knowledge of fashion retail and keen understanding of regional market trends and consumer preferences. • Strong analytical skills, including ability to interpret sales data, web analytics, and behavioral data to make informed decisions on actions to drive digital performance and CLV. • Commercial salesmanship with drive to achieve results and hit goals. • Experience in Conversion Rate Optimization (CRO) including A/B and multi-variate test planning, execution, and follow-up. • Experience within content optimization, including knowledge of user experience (UX) and user interface (UI) elements to enhance website usability and drive conversion. • Experience setting and optimizing a daily site activity plan, with knowledge of key factors to optimize digital growth in determining the commercial approach. • Leadership capabilities including effective communication skills, the ability to influence, and the drive to see through opportunities. • Strategic mindset with ability to both execute and develop way of working to align with sales and brand goals.

	<ul style="list-style-type: none"> • Attention to detail to ensure accurate and seamless shopping experience. • Growth mindset and adaptable, with ability to stay updated on industry trends and technology advancements. • Ability to work independently and be self-motivated while working tightly as a part of a team. • Proactive, curious and innovative approach to problem solving with a constant improvement mindset.
Experience	<ul style="list-style-type: none"> • 4-7+ years experience in eCommerce roles in the fashion retail industry with demonstrated ability to drive commercial business through improvements to the digital experience. • Experience in Conversion Rate Optimization (CRO) and A/B testing including familiarity with optimization tools such as Optimizely and web analytics tools such as Google Analytics and ContentSquare. • Experience conducting analysis and synthesizing data to generate actions including exposure to Tableau / PowerBI as well as ability to use querying languages such as Sequel.

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.

Our Values	Values in action
<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>	<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>
<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>[Turn to the overview of Values in action here for more detailed examples of how the key behaviours/competences can be expressed]</p>

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

