ROLE DESCRIPTION:
## BRAND AND CUSTOMER INSIGHT ANALYST

## WHAT YOU DO

As a Brand and Customer Insight Analyst, you will be responsible for analysing consumer and customer behavior, market trends, and brand performance to provide valuable insights that drive business growth and enhance brand perception.

Your role involves utilizing various data sources and research methodologies to understand consumer and customer preferences, identify market opportunities, and evaluate the effectiveness of brand and CX strategies.

You use global reports, tools and ways of working, and build your own analysis to provide a solid understanding of your region's consumer landscape and customers

## WHO YOU ARE

You have strong brand and commercial focus with proven ability to drive results and work towards goals.

You are analytical and insight-driven and have a strong interest in customer voice, customer behaviour and how that impacts brand value and future business value.

You are driven by turning insights into actions and present your findings and recommendations in a clear way to stakeholders across functions.

You enjoy working on a strategic level as well as hands-on with data and visualisation to perform your analyses and reporting.

## 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

| | |
|---|---|
| Consumer and customer behavior analysis | Conduct in-depth analysis of consumer behavior, including purchasing patterns, preferences, and motivations. Utilize market research data, surveys, and customer feedback to understand their needs and expectations. |
| Brand perception analysis and insights | Evaluate the perception of the brand in the market and among target audiences. Identify strengths and weaknesses of the brand image and recommend strategies to enhance brand equity. |
| Market and industry research | Conduct market research and competitive analysis to identify market trends, emerging opportunities, and potential threats. Monitor industry developments and assess their potential impact on the brand's performance with guidance from your Global counterparts. |
| Data collection and analysis | Gather and analyze data from various sources, including sales data, market research reports, social media analytics, and customer feedback. Interpret data to draw meaningful conclusions and actionable recommendations. |
| Product and campaign evaluation | Assess the performance of products and marketing campaigns based on consumer responses and market feedback. Identify areas of improvement and suggest adjustments to optimize results. |
| Brand positioning and messaging | Collaborate with customer activation and marketing teams to ensure brand positioning and messaging are aligned with consumer insights and effectively communicate the brand's unique value proposition, with guidance from your Global counterparts. |
| Customer experience | Analyze consumer and customer feedback using the global Brand and Customer Voice toolbox to identify opportunities to improve the customer experience. Work closely with cross-functional teams to evaluate the effect of actions taken. |
| Marketing strategy support | Provide data-driven insights to support the development of marketing strategies and plans. Collaborate with customer activation and marketing teams to create effective and engaging campaigns. |

# WHO YOU ARE

## Your knowledge

Knowledge = education, skills, experience

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| **Education**<br>*list relevant formal eduction, eg. university degree (or equivalent) and/or other trainings, professional courses and certifications which are relevant for the role* | • Bachelor's degree in Marketing, Business Analytics, Market Research, or a related field. An advanced degree or relevant certifications are advantageous.<br>• Proven experience (typically 3+ years) in consumer and brand analysis, market research, or related roles. |
| **Skills**<br>*list the most important skills needed to perform the job. Skill is defined as ability to use knowledge in execution and performance. Skills can, but don't have to be related to formal education, eg. accounting skills, digital marketing, stakeholder management, communication skills.* | • Self-motivated, result oriented problem solver with strong business sense to be able to put insights into the right context<br>• Knowledge, skills and interest in business, consumer and customer analysis<br>• Strong analytical skills and proficiency in data analysis tools and statistical techniques.<br>• Experience with consumer and customer research methodologies, data visualization, and market intelligence platforms.<br>• Familiarity with brand management principles and consumer behavior theories.<br>• Excellent communication and presentation skills to convey analysis findings and recommendations effectively.<br>• Ability to translate insights into actionable strategies and support cross-functional teams in decision-making with the ability to drive recommendations through to key stakeholders.<br>• Detail-oriented with the ability to manage multiple projects and deadlines. |
| **Experience**<br>*list relevant previous work related (and private if applicable) experience that could be beneficial for the role* | • Voice of customer, market and consumer research<br>• Experience working in statistical software SPSS as well as survey tools EFS or similar<br>• Experience working in PowerBI, Tableau or other data visualization tool is highly meriting<br>• Experience with creating and maintaining strong working relationships with people from different business functions<br>• Meriting competence within digital/tech and 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.

| Our Values | Values in action |
|---|---|
| All colleagues within H&M Group share the same values.<br><br>They express how we create meaningful growth together – with our customers at heart and the mindset Everyone is a leader. | 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. |
| • We are one team<br>• We believe in people<br>• We are entrepreneurs<br>• We make constant improvement<br>• We are cost conscious<br>• We are straight forward and open minded<br>• We keep it simple | • Collaboration (e.g., the ability to be collaborative, inclusive, engaging)<br><br>• Empowerment (e.g., the ability to be empowering, trusting, listening)<br><br>• Innovation (e.g., the ability to be innovative, risk-tolerant, flexible)<br><br>• Improvement (e.g., the ability to be action oriented, taking ownership, willing to learn)<br><br>• Resourcefulness (e.g., the ability to be resourceful, responsible, proactive)<br><br>• Honesty (e.g., the ability to be open-minded, sincere, self-aware)<br><br>• Clarity (e.g., the ability to be clear, efficient, effective)<br><br>*[Turn to the overview of Values in action here for more detailed examples of how the key behaviours/competences can be expressed]* |

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