

ROLE DESCRIPTION: CONTENT PRODUCTION SPECIALIST

WHAT YOU DO

You contribute to added customer value, a strong brand and increased sales by securing creation and distribution of paid & store content.

You work towards aligned and cross-functional goals, driving omni sales performance and customer centricity in all parts of your work.

Responsible for securing creation and distribution of all paid media & store content through tight collaboration with production hub, media agency and store teams.

WHO YOU ARE

You have strong commercial focus and are insight and data driven, with proven ability to drive results and work towards goals.

A structured Marketer with good knowledge of media content and formats and ability to coordinate multiple teams. You have worked on client side or media/creative agencies with production of marketing content.

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

Content Planning	<ul style="list-style-type: none">• Be fully immersed in the local daily customer communications plan to anticipate the asset production needs for paid media (TV, DOOH, OOH, OLV, Display, Social, Print) and store communications• Stay informed in detail about the latest global channel playbooks, media ad formats and store formats• Closely collaborate with Media specialists & Media agency to support with the implementation of paid media and store activities• Responsible for creative content steering and stakeholder alignment based on market trends
Content coordination – Paid Media	<ul style="list-style-type: none">• Brief & coordinate media assets requirements and needs with local Media agency, regional Production hub and local Content Operations team• Point of contact for Media agency when it comes to ad formats and assets• Close collaboration with Global M&C Agency teams (Production Managers) to secure full understanding of the paid media campaigns
Content coordination – Store communications	<ul style="list-style-type: none">• Understand in detail the global store communications strategy, guidelines & placements for printed material and digital screens• Brief & coordinate POS assets requirements and needs with regional Production hub, NCG team and local Content Operations team• Brief Store Visual team on POS plan and quantities per campaign so that Store Visual can order and execute store material• Feed in local needs for digital screens moving content to regional Production team• Collect input and feedback from stores and Visual team around the in-store communications material and asset allocation and share with relevant stakeholders
Additional Tasks	<ul style="list-style-type: none">• Ensure a cost efficient and effective print assets distribution to every individual store

	<ul style="list-style-type: none"> • For unique regional POS material, review cost calculations per campaign and make necessary adjustments to plan to secure best impact • Approve campaign costs for unique regional POS material • Review and process invoices associated to projects • Drive analysis of best performing campaign formats to infuse insights to future campaigns • Coordinate with Media specialists and Media agency team to ensure that there always is an updated ad formats list available for the Production teams • Approve final ads versions before regional Production hub distributes to media agency
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WHO YOU ARE

Your knowledge

Education	<ul style="list-style-type: none"> • Marketing, media or production manager degree/relevant qualifications – if not, at least 3-5 years of working experience in marketing or media roles in agency or client side
Skills	<ul style="list-style-type: none"> • Expert in formats and assets for paid media (Tv, OOH, OLV, Display, Social, Print etc) • Good understanding of printed formats and communication used in retail stores • Good understanding of local media landscape and how media agencies operate • Structured, organized and efficient • Good analytical ability • High level of English • Have a full proficiency in written native language (Dutch, German, Italian or French) • Design background or experience in similar areas is a plus

Experience

- Operative content production experience from fashion retail and/or agency
- At least 3 years of working experience in above areas
- Have experience from planning production for multiple channels
- Meriting with competence within digital/tech and omni ways of working

HOW YOU DO IT

<p>Our Values</p> <p><i>All Colleagues within H&M Group share the same values. They express how we create meaningful growth together – with our customers at heart and the mindset Everyone is a leader</i></p>	<p>Values in action</p> <p><i>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</i></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 	<p>Collaboration (e.g., the ability to be collaborative, inclusive, engaging)</p> <p>Empowerment (e.g., the ability to be empowering, trusting, listening)</p> <p>Innovation (e.g., the ability to be innovative, risk-tolerant, flexible)</p> <p>Improvement (e.g., the ability to be action oriented, taking ownership, willing to learn)</p> <p>Resourcefulness (e.g., the ability to be resourceful, responsible, proactive)</p> <p>Honesty (e.g., the ability to be open-minded, sincere, self-aware)</p> <p>Clarity (e.g., the ability to be clear, efficient, effective)</p> <p><i>[Turn to the overview of Values in action here for more detailed examples of how the key behaviors/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

