

ROLE DESCRIPTION:
**SHOWROOM & PR
 COORDINATOR**

WHAT YOU DO

WHO YOU ARE

HOW YOU DO IT

<p>You work proactively with building and maintaining relationships with media and fashion insiders (influencers, celebrities, stylists etc.) to build a fashion forward local community.</p> <p>You are responsible for monitoring current trends and competitors and adapt it to the daily operational showroom tasks.</p> <p>You contribute to added customer value, a strong brand and increased fashion perception by working alongside the Fashion PR lead where you run the upkeep of the showroom and supports PR projects.</p> <p>You work towards aligned and cross-functional goals, driving omni sales</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 are a driven, flexible, well organized and detail oriented. You have a can do-attitude and appreciate teamwork.</p> <p>You are service minded, excellent relationship builder with a strong proved network within the area. With your experience within the industry and passion for fashion you strive to find ways to inspire our media target group and influencers, with the goal to reach and engage our customers, with the latest fashion.</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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<p>performance and customer centricity in all parts of your work holding a balance with product focus and brand story telling activities.</p> <p>You are responsible for garment send-outs and keeping garment stock in order to guarantee product placement and credits for H&M whilst elevating the brand.</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

<p>Showroom maintenance and PR projects</p> <p><i>You execute on activity plans and create results by working with the daily upkeep, maintenance and follow-up of the showroom in accordance with local and global guidelines.</i></p> <p><i>You work alongside the Fashion PR lead with local fashion PR activities, primarily in the showroom.</i></p>	<ul style="list-style-type: none"> • You work alongside the Fashion PR lead with local fashion PR activities, primarily in the showroom to elevate the brand and the experience of the brand. • Drive sample administration, including working with relevant systems, optimizing results by proactively and reactively handling requests and send outs. • You secure visual presentation in the showroom with current garments and products. • Responsible of internal sample sales in accordance to our policy on purchases/lending products from showrooms. • Ensure product placement by tracking magazines, newspapers, influencers, radio and TV-channels • Drive general office administration duties, e.g. filling of press cuttings • Support in activities related to influencer marketing (if applicable) • Collaborate cross functional with Influencer Specialist and Media to optimize earned and paid influencer partnerships. • Advise and collaborate with external agencies to secure brand direction for paid partnerships.
<p>Networking & relationship building</p>	<ul style="list-style-type: none"> • You act as a brand ambassador for H&M.

Builds a network of H&M Ambassadors through maintaining and building strong local relationships with media, influencers, celebrities & opinion leaders

- Identify, maintain and develop a network on a Sales Market level with the appropriate fashion journalists, stylists, influencers, celebrities and other opinion leaders
- Attend relevant events, both internal and external, for networking and business purposes

WHO YOU ARE

Your knowledge

Knowledge = education, skills, experience

<p>Education <i>list relevant formal education, eg. university degree (or equivalent) and/or other trainings, professional courses and certifications which are relevant for the role</i></p>	<ul style="list-style-type: none">• A formal education within Communication &/or Marketing is meriting
<p>Skills <i>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.</i></p>	<ul style="list-style-type: none">• You understand the importance of community and relationship building with fashion insiders (ambassadors, media, VIP, influencers).• Experience in working with/or in connection to editorial fashion is meriting• You understand synergies between owned, paid & earned media• You have excellent communication skills, including fluent written and spoken English. Knowledge in other languages is meriting.• You have a great eye for content creation and understand the local influencer landscape
<p>Experience <i>list relevant previous work related (and private if applicable) experience that could be beneficial for the role</i></p>	<ul style="list-style-type: none">• You have Showroom and/or experience from working with PR• You have experience from successfully coordinating projects.• You have a fashion background/deep interest and knowledge of fashion• You have experience in building a professional network• Meriting with 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.

<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>		
<p>We are one team We believe in people Entrepreneurial spirit Constant improvement Cost conscious Straight forward and open minded Keep it simple</p>	<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>	<p>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>		
<p>Leadership (if applicable)</p>	<p>n/a</p>		

APPENDIX

Additional key tasks

- Be involved in all showroom events and support project management such as event orders posters, press gifts etc) invitation send out, visual presentation and catering for showroom events
- Assist project managers in executing projects and events.
- Work proactively to get earned product placements and present latest collections and news
- Monitor editorial fashion clippings and free publicity and register in the PRA system. [TBD If relevant with PRA system in this new set-up]
- Communicate with stores for in-store press appointments and lending samples/products
- Take care of general office administration duties; photo copying, filling of press cuttings, reports
- Always wear H&M garments in the showroom