

ROLE DESCRIPTION: MEDIA MANAGER

WHAT YOU DO

You contribute to added customer value, a strong brand and increased sales by driving the regional media strategy and tactics

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

You are responsible for driving the global media strategy from a regional perspective. Based on regional insights, set regional budget, tactics & media agency relationships to drive customer, brand and sales goals with emphasis on digital growth. Leads, manages and organises a team of regional media specialists as well as local media specialists according to H&M values, standards and policies in collaboration with the global H&M Media team.

WHO YOU ARE

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

You are an experienced manager in leading media teams and have a proven track record of achieving both short term and longterm results.

You manage your teams through an insight driven approach with high strategic and operational competence in all media channels and touchpoints.

You bring others onboard through an inspiring, clear and including communication and you lead with an ambitious and pragmatic approach.

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.

A media manager should be adaptable and open to learning and adopting new tools and technologies as they become relevant to the industry.

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

Media Strategy & Tactics	<ul style="list-style-type: none">● You are responsible for proposing regional media directions based on global media strategy and regional/local customer & media insights● Secure omnichannel sync and alignment of all customer communication touchpoints within media● Set and drive optimal media mix and maximize media efficiency across paid reach, performance & owned media● Secure that media communications plan are set in line with customer goals, target audiences and media channel guidelines● You will apply a strategic approach to campaign planning, content and media buys, whilst being consistent with the brand's identity.● The ability to analyze market trends, consumer behavior, and competitor activities is important for making informed decisions and adjusting strategies to stay competitive.● Responsible for identifying the right place to be in the local market: considering current and desired customer perception which will impact the choice of the right type of partners, media and collaborations.
Media Budget & Follow Up	<ul style="list-style-type: none">● Provide data driven analysis on market growth potential to enable trade-offs in the long- vs. short-term media customer activation budget● Drive and follow up on media budget investments and results for the region, ensuring goals are reached● Secure in-depth analysis and optimization of media mix, spend and activities and adapt local strategies accordingly

Customer growth & retention	<ul style="list-style-type: none"> ● Identify and drive customer growth potential together with regional and sales market customer activation teams, including setting target group priorities ● You know your consumers and customers in your region and markets and infuse insight into media investments tactics
Media trends & innovation	<ul style="list-style-type: none"> ● Being tech-savvy is important for understanding and leveraging digital media, analytics tools, and other platforms, enabling you to make data-driven decisions and stay ahead in the rapidly changing media environment. ● With your deep understanding of specific media channels and relevant platforms you should constantly seek out new opportunities to innovate and develop your media plans and tactics.
Lead your team	<ul style="list-style-type: none"> ● Manage a team of media specialists based in region and sales markets handling all countries included in the region across owned and paid media. ● Set clear achievable goals and follow up. ● You will set and follow up on the budget related to all media spend, securing efficiency and maximising potential based on the strategy, ● You will be the key contact for the media agency in your region, and will guide and steer the collaboration. ● Secure cross-functional collaborations with other functions and HO for the team ● Guarantee participation in mandatory training and role specific for team members ● Carry out and ensure dialogue talks and apply the appropriate development tool for each individual in the team ● Responsible for identifying future talents, secure succession planning and recruiting media roles in the region ● Grow and protect the H&M brand in the region and per market in line with global guidelines

WHO YOU ARE

Your knowledge

Knowledge = education, skills, experience

Education <i>list relevant formal education, e.g. university degree (or equivalent) and/or other trainings, professional courses and certifications which are relevant for the role</i>	<ul style="list-style-type: none">● Marketing, communication or business degree/relevant qualifications – if not, at least 8-10 years of working experience in marketing and media
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, e.g. accounting skills, digital marketing, stakeholder management, communication skills.</i>	<ul style="list-style-type: none">● Strong leadership skills● Strong strategic thinker with broad marketing skills● Have deep knowledge in how you build and grow a brand and customer base through the use of traditional and digital media channels● High analytical ability● Excellent communication and social skills● High level of English and strong in local language, both spoken and written
Experience <i>list relevant previous work related (and private if applicable) experience that could be beneficial for the role</i>	<ul style="list-style-type: none">● Experienced leader, ideally from an international environment managing staff in complex setups and multiple locations● Strategic and operative marketing experience with a strong digital focus● At least 8-10 years of working experience in above areas● Have experience from managing direct reports● Have experience from setting and managing large media budgets and collaborated with media agencies● Meriting with competence withing 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 style="text-align: center;">Our Values</p> <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 style="text-align: center;">Values in action</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) ● <i>[Turn to the overview of Values in action here for more detailed examples of how the key behaviours/competences can be expressed]</i>
<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>	<ol style="list-style-type: none"> 1) has a holistic mindset and focuses on the success of the whole company and not only on the success of the own business 2) proactively involves and co-creates with different stakeholders and truly believes that diversity increases the quality of decisions 3) questions established “truths” to break new ground 4) is solid and stays calm and true to him/herself even under great stress and high pressure

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| | <ul style="list-style-type: none">5) is visionary and co-creates innovative and inspiring visions6) passionately engages and empowers others to turn visions into reality7) has an authentic and influential leadership presence8) moves ideas into execution even under challenging circumstances.9) is highly curious and genuinely interested in learning from diverse viewpoints |
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