

ROLE DESCRIPTION

PEOPLE GENERALIST

WHAT YOU DO

You support the full people agenda by executing people processes, assisting employees and managers, and ensuring smooth recruitment, onboarding, development, and engagement activities.

You use people data and insights to guide actions, coordinate initiatives, and help create a fair, compliant, and supportive working environment.

WHO YOU ARE

You are a reliable and collaborative people professional with strong organization, communication, and analytical skills.

You bring people knowledge, attention to detail, and a commitment to inclusion and continuous improvement to support teams and ensure consistent, people-focused people delivery.

HOW YOU DO IT

By acting in line with our Values, having a growth mindset and acting as role model, you contribute to H&M's business success through people engagement.

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

People Processes, Employee Support & Relations

- People Processes Implementation: Execute or support the employee life-cycle processes as per indication of group agreed processes
- People Initiatives Coordination: Coordinate and execute people initiatives or projects affecting the business units supported or function belonging
- Support Business Units: Support employees or managers when applicable while implementing people processes, initiatives or solutions affecting the business unit or function
- Employee and Labor Relations: Provide support in addressing employee inquiries, concerns, and basic employee relations matters
- Employee Engagement Initiatives: Support employee engagement initiatives and activities to enhance workplace satisfaction and productivity

Talent, Recruitment & Development

- Ensure high-quality recruitment by securing consistent hiring processes, including clear communication, guidelines, deadlines, and full management of Assessment Centers
- Support onboarding delivery and follow-up for Store Management teams
- Training organization, facilitation, and quality follow-up (incl. culture & values)
- Support Performance management and development follow-up (dialogs, contribution journeys)
- Succession planning and talent pipeline management for Department Managers & Sales Advisor

Data & Insights

- Data Analysis and Reporting: Analyze people metrics and data to provide insights for decision-making and report on key performance indicators relevant to business units
- You prepare and follow up on people data reports, including headcount, turnover, training metrics, and hiring follow-up.
- Explicit people KPI follow-up linked to fair working environment outcomes.

WHO YOU ARE

Your knowledge: Education, skills, experience

Education

- Degree in Human Resources, Business Administration, or related field

Skills

- Strong organizational and administrative skills with attention to detail
- Good understanding of people processes and employee lifecycle management
- Ability to analyze data and produce accurate people reports
- Excellent interpersonal and communication skills
- Commitment to collaboration, inclusion, and continuous improvement

Experience

- Experience in people operations or generalist people role

HOW YOU DO IT

Your behaviours: living the values, having growth mindset.

No matter what your role may be at H&M – WHAT you do is as important as HOW you do it.

Our Values


Our values have both guided and united us since 1947. They are the foundation of our culture, embedded in everything we do and everything we create.

- 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

Values in action

Our values are put into action through their key behaviours/competences, that guide everyone here to perform a task successfully regardless of role. See below.

- 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, feedback culture)
- Clarity (e.g., the ability to be clear, efficient, effective)

More detailed examples of how the key behaviors/competences can be expressed can be found in the document  [Values in Action Overview.pptx](#), please click on link to access.

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