

ROLE DESCRIPTION: MEMBERSHIP LEAD

WHAT YOU DO

As the Membership Lead, you will play a key role in developing and executing the membership program strategy for your Region based on the Global Guidelines and Frameworks.

Your focus will be on building plans that support initiatives to drive membership, awareness, onboarding, engagement and retention in your Region and Sales Markets.

You will collaborate with cross-functional teams to design and implement effective membership plans to enhance customer satisfaction and contribute to the overall growth and success of the business.

WHO YOU ARE

As the Membership lead you have a deep understanding of customer behaviour and preferences and can apply strategic thinking to design effective loyalty strategies.

You are able to build strategy and plans that align with business goals, using analytical and data-driven capabilities

You are an effective communicator, who can collaborate cross-functionally to secure the Loyalty mindset is integrated into holistic planning.

You are a strong collaborator who can work cross-functionally and inspire and engage with all relevant teams.

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

<p>Membership Strategy</p>	<ul style="list-style-type: none"> ● Develop and implement a comprehensive strategic plan, aligned with the Brand Guidelines as well as our overall business goals. By using the Global Framework and Guidelines you can create a regional strategy that meets your customer needs. By ensuring a strong value proposition and benefits offered (within the framework of the Global Guidelines) your goal is to support onboarding and retention efforts in the programme. ● Set the rewards, events and partnership events & rewards strategy ● Sign-off detailed project strategy and budget ● Identify new opportunities to connect with customers to drive brand building, connected to Membership ● Continuously improve the membership experience by identifying pain points and implementing strategies to enhance customer satisfaction and engagement. ● Plan, forecast and control budgets for the Region connected to Membership, consulting with Merchandising on the R&D budget ● Manage the partnerships agency for membership & negotiate partnerships for Membership in line with business objectives
<p>Membership Planning and Follow-up</p>	<ul style="list-style-type: none"> ● Follow up and report on KPI's and objectives connected to the overall membership goals ● Responsible for the planning, implementation, co-ordination and follow-up of local activities and projects for membership ● Ensure that membership is are naturally integrated into marketing campaigns and offers to incentivize member sign-up and retention in collaboration with the planning leads. ● Design and implement Differentiate benefit needs and implement a relevant tiered membership structure based on the Global Framework and Guidelines with differentiated benefits to relevant rewards and to retain high-value members while encouraging others to move up the loyalty ladder. ● React to short-term, local selling situations (when applicable), connecting with the Omni Sales Team in-week planning ● Work with internal systems and tools

Data & Insights	<ul style="list-style-type: none"> ● Define and monitor key performance indicators (KPIs) related to loyalty program performance, such as member acquisition, retention rates, and engagement ● Stay updated on the latest trends and best practices in loyalty program management and customer loyalty to drive innovation and competitiveness. ● Utilize data analytics and customer insights to identify opportunities for enhancements, personalized offers, and targeted communications.
Collaboration & team work	<ul style="list-style-type: none"> ● Work and co-ordination with local sales team and global loyalty teams ● Responsible for internal communications connected to membership ● Liaise with local media agency, production agency, internal and external stakeholders on all levels of the organisation

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">• Bachelor's degree in Marketing, Business, or a related field. A relevant post-graduate degree or certifications in loyalty program management are advantageous.• Proven experience (typically 5+ years) in loyalty program management, customer retention, or a related role.
<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">• Strong understanding of loyalty program principles, customer segmentation, and customer lifecycle management.• Analytical mindset and proficiency in data analysis to make data-driven decisions.• Excellent communication and presentation skills to convey loyalty program strategies and performance reports to stakeholders• Creative thinking and the ability to develop innovative loyalty initiatives and member benefits.• Ability to work in a fast-paced environment, manage multiple projects, and meet tight deadlines.•
<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">• Experience with loyalty program management platforms and data analytics tools.• CRM and Customer programme management tools & software• Holistic marketing planning and connected membership programme initiative into the wider marketing plans• Customer behaviour and data analysis

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) <p><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>

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

