

ROLE DESCRIPTION

E-COM LEAD

WHAT YOU DO

You contribute to digital & commercial performance together with Commercial leads and Digital Experience Leads by planning and executing daily product exposure on .com and app, ensuring the offer is relevant, visible, and aligned with commercial priorities and meeting the financial targets

You work closely with stakeholders to align actions and continuously improve the end-to-end digital shopping journey across customer groups.

WHO YOU ARE

You have a strong e-commerce background with proven results in driving digital commercial growth and expertise in online visual merchandising.

You stay curious about fashion retail and digital trends, using customer behaviour insights to influence smarter product exposure and drive commercial results.

You thrive in a fast-paced digital environment where cross-functional teamwork is essential.

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.

You lead with a customer centric and product driven mindset, using your retail and digital channel understanding to optimize sales, margin, and stock efficiency in the digital channel.

You translate trend, search, customer, and inventory insights into a high performing, on brand digital experience.

It is critical that you create strong operational buy-in across Commercial and Digital teams, ensuring India Market strategy is translated into clear priorities and executed with excellence across digital touchpoints

WHAT YOU DO

Your responsibilities

Product exposure analysis and execution	<ul style="list-style-type: none">• Publish content on .com and app according to QCP and in alignment with Marketing calendar• Manage day-to-day execution of product exposure and optimize ranking, including deals and discount activities, according to QCP and ad-hoc adjustments to secure optimal performance• Use data-driven insights to optimize navigation, exposure tactics, deals, and ranking for continuous commercial improvement.• Optimize internal search (e.g., add synonyms)
Drive in and post season inventory management:	<ul style="list-style-type: none">• Lead full-price, markdown, sale, and EOP activities for digital in line with India Market guidelines.• Execute stock management and commercial reduction actions to balance sell-through, margin, and stock health.• Monitor and react to in-season performance, pushing or pulling categories and products as required.• Follow up on stock risks and availability issues together with Commercial Leads and Digital teams.• Execute India Market Strategy for omni commercial impact, reacting based on real-time digital performance
Implement & execute Commercial strategy and priorities	<ul style="list-style-type: none">• Stay up to date with India Market assortment, demand, and inventory strategy for digital.• Optimize local and digital selling peaks driven by calendar, campaigns, and customer shopping behaviour• Define digital category and product must wins, guiding exposure and activation priorities on site.

	<ul style="list-style-type: none">• Share clear commercial priorities, availability signals, and activation plans with Digital Experience Lead to ensure strong onsite execution
Follow up and inform on commercial performance	<ul style="list-style-type: none">• Analyze performance data (including SQL extraction) and translate insights into actionable hypotheses and trading improvements.• Continuously track fashion trends, customer preferences, competitors, and new tools, proactively applying best practices and recommending improvements to site merchandising.• Maintain deep understanding of market performance, customer profile, and digital shopping behaviour.• Provide structured and regular sales, stock, and KPI follow up for the digital channel.• Review and refine commercial plans based on performance insights and learnings.• Follow up on commercial initiatives across digital touchpoints to confirm execution quality and adjust actions as needed.• Benchmark digital performance across categories, markets, and periods to identify risks and opportunities.
Collaboration	<ul style="list-style-type: none">• Maintain a deep understanding of market performance, customer profile, and digital shopping behaviour.• Provide structured and regular sales, stock, and KPI follow up for the digital channel.• Review and refine commercial plans based on performance insights and learnings.• Follow up on commercial initiatives across digital touchpoints to confirm execution quality and adjust actions as needed.• Benchmark digital performance across categories, markets, and periods to identify risks and opportunities.

WHO YOU ARE

Your knowledge: education, skills, experience

Education

- Bachelor's degree in Business, Marketing, Economics, or related field

Skills

- Strong knowledge of online merchandising, UX, and site optimization
- Strong analytical, commercial, and communication skills
- Ability to collaborate effectively across functions and adapt to industry trends

Experience

- 3 to 5 years' e-Commerce experience, preferably in fashion retail
- Experience working with eCommerce platforms and tools

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