

ROLE DESCRIPTION:

PERFORMANCE MEDIA LEAD

WHAT YOU DO

You contribute to added customer value, a strong brand and increased sales by driving sales growth through different digital performance channels.

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

Based on global performance media strategy, drive customer development & profitable sales growth for the region through digital channels. Lead regional performance agency teams day-to-day to steer optimization of budgets and performance execution.

WHO YOU ARE

You are an analytical and strategic profile, who possesses the skills to take data into action.

The role requires strong analytical skills to interpret complex data, including key performance indicators like click-through rates and conversion rates. Proficiency in tools such as GA is essential for making data-driven decisions and optimizing media campaigns.

You are a strategic thinker who is able to develop comprehensive media plans that are aligned with business goals, considering factors like target audience, competitive landscape, budget allocation and market conditions to achieve measurable results.

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

Add/remove/change main areas of responsibilities and explain major tasks in a couple of bullet points

Digital Media Strategy & Planning	<ul style="list-style-type: none">● Responsible for regional collaboration with the global performance manager and channel experts to be fully immersed in the global strategies & frameworks● Responsible for regional agency teams (part of global teams), leading them to deliver according to customer, brand and media guidelines & goals● Secure cross-functional collaborations with other functions including Digital and CA&M.● Develop comprehensive media plans that align with overall business goals and marketing objectives. This involves understanding the target audience, competitive landscape, and the most effective media channels to reach potential customers.● Educate and share knowledge and insights with regional and local teams● Communicate campaign goals, strategies, and results clearly and concisely
Digital Media Optimization	<ul style="list-style-type: none">● Responsible for driving customer growth, retention and sales for all countries in region for SEM, Social, Affiliate & Display● Responsible for regional SEO actions and steering of actions required in Sales markets (coordinating with Digital & Content Operations)● Based on global performance media strategy, secure that performance investments are optimized towards profitable sales and acquisition goals cross media channel and country● Perform quality controls and audits to ensure agency teams are optimizing the channels according to platform best practice
Media Budget & Follow Up	<ul style="list-style-type: none">● Responsible for driving the regional part of the global yearly performance budget, revenue and traffic forecasts for the region, in close collaboration with global media team● Provide data driven input on performance media spend and customer/revenue as part of the total media budget

	<ul style="list-style-type: none"> ● Liaise with regional Media Manager/ Paid & Owned Media Lead, Business Controller and Sales Mgr to set ROI goals for performance channels and give input to global performance media team ● Drive and follow up on performance media budget investments and results for the region
<p>Data and analysis</p>	<ul style="list-style-type: none"> ● Identify customer growth potential connected to performance investments together with regional and local customer activation teams ● Know the customers in your region and markets and infuse insight into media investments strategy and tactics – seize opportunities to new customer acquisition and revenue ● Analyse complex data, including key KPIs e.g. clickthrough rates, conversion rates, ROAS to adapt and form plans ● Use data to identify trends, make data-driven decisions and continuously optimize media campaigns and investments, using tools like Google Analytics, advertising platforms and other data analysis software. ● Stay updated on industry trends and tech, and apply this deep understanding of various advertising platforms, constantly adapting to changes in the digital advertising landscape.

WHO YOU ARE

Your knowledge

Knowledge = education, skills, experience

<p>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></p>	<ul style="list-style-type: none">● Marketing, communication or business degree/relevant qualifications
<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, e.g. accounting skills, digital marketing, stakeholder management, communication skills.</i></p>	<ul style="list-style-type: none">● Great leadership and business judgment skills, preferably from an international environment● Extensive knowledge in several performance channels operations and algorithms (SEM, Social, Affiliate, Display)● Good understanding of SEO● Understanding of e-mail and push● Broad digital marketing knowledge and a strategic thinker that understand the total view for growing brands and engaging customers● High analytical ability● Structured, organized and efficient● High level of English and strong in local language, both spoken and written
<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">● Strategic experience of digital channels and their role in customer acquisition & retention● Operative performance channels experience and knowledge of ad platforms tools and systems● At least 5-7 years of working experience in above areas● Have experience from steering complex teams● Have experience from setting and managing large media budgets● Meriting with competence within digital/tech

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.

