

ROLE DESCRIPTION: COPYWRITER

WHAT YOU DO

You contribute to added customer value, a strong brand and increased sales by securing copy in external and internal communications, securing the tone of voice.

You'll translate, trans create and produce written content for different marketing and communication activities. You'll conceptualise, translate and write copy for different media channels, in close collaboration with Content Coordinator.

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

WHO YOU ARE

You have a passion for fashion, the written language and the capability to express yourself in versatile ways.

You can produce copy, adopt translated copy to adhere to local market and brand guidelines, tone of voice. You are structured and detailed to handle many parallel copy workstreams.

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

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

Copy writing & trans creation	Based on global guidelines and brand tone of voice you: <ul style="list-style-type: none">● Trans create global and regional communication to local market needs● Writing copy for assigned activities● Proofread and secure that copy is written, adapted and translated according to cultural and legal guidelines● Support local teams with translations when needed, e.g. internal and external communications material
Collaboration	<ul style="list-style-type: none">● Collaborate closely with internal teams to deliver on shared objectives● Play an active role in collaboration with external parties when applicable
Fashion industry knowledge	<ul style="list-style-type: none">● Have an interest and keep an eye on competitors, trends and development in the fashion industry.

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"> ● Have a degree in Copywriting, Journalism, Creative writing or similar
<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"> ● Have a full proficiency in written native language and English ● Are meticulous in your way of working and have an eye for details ● Good understanding of marketing content and to skew the message for different target groups and communication channels ● Passion for grammar and wording ● Be able to create copy at a high pace at high quality ● Structured, organized and efficient ● Have a flexible and open mindset
<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"> ● A background in fashion communication ● At least 3 years of working experience in above areas ● Have experience from fashion copy writing and translation ● Have experience from coordinating with many stakeholders and teams

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.

<h4>Our Values</h4> <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>	<h4>Values in action</h4> <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.

