

ROLE DESCRIPTION

COMMERCIAL LEAD

WHAT YOU DO

You partner with the Commercial Manager to drive and plan the omni-Sales Commercial agenda, ensuring alignment and coordination across all commercial functions.

You also support both pre-season and in-season planning by providing insights, monitoring performance, and securing the right commercial actions together with cross-functional teams.

WHO YOU ARE

You bring strong merchandising, commercial, and e-commerce expertise.

You combine solid analytical skills with clear planning and communication abilities.

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

OMNI Sales Commercial Agenda	• Drive the omni-Sales Market commercial agenda and plan together with Commercial Manager for your customer group(s)
Provide input on local QCP and sales plan for your customer group(s) (omni)	• Provide bottom-up input on QCP & demand plan per channel and garment group for you customer group(s) (omni) • Provide input on pricing and package mapping together with rest of Commercial team
Drive sales plan and QCP in-season for your customer group(s) (omni)	• Own analysis of latest sales/demand forecast, follow up weekly sales and propose commercial actions • Work closely with Continent SP on inv. mgmt. topics (e.g., allocation, replenishment, article selection) to ensure execution in line plan, and discuss any adjustments
Responsible for commercial operational planning in-season for your customer group(s)	• Secure campaign setup, readiness and assortment approach (omni) • Set commercial priorities (omni), plan execution of sales/ R&D (omni, based on steer from Continent SP), plan product ranking (online) and manage EOP strategy (retail) • Support Commercial BA on execution of tactical activations • Coordinate with E-com Leads and VM on execution in respective channel • Conduct store visits and site visits (site visits together with E-com Leads) to follow-up performance, collect insights, coach and share best practices.

WHO YOU ARE

Your knowledge: education, skills, experience

Education	• Bachelor's degree in Business, Economics, or related field considered meriting but not mandatory
Skills	• Expert merchandising (omni), commercial and eCommerce knowledge • Strong analytical ability (e.g., know how to act on selling equation, weekly sales report and correlation between commercial KPIs & product prioritization etc.) • Strong planning, prioritization and communication skills
Experience	• 3+ year experience in eCommerce or Retail merchandising role, preferably across both and in fashion

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