

# ROLE DESCRIPTION: RETAIL SPACE MANAGER

## WHAT YOU DO

You lead the regional Retail Space team and contribute to secure a strong store customer experience excellence in your region.

- Create and drive regional plans for commercial upgrades of our retail spaces across the portfolio.
- Secure project planning and management of the Key City projects and/or other new format roll-outs in your region.

You are the regional counterpart to the global Retail Experience & Design team, and a key link between regional Sales and Expansion teams.

## WHO YOU ARE

You are a result driven, strategic and analytical person with great leadership skills combined with a visionary approach.

You are a strong project manager, with great communication skills, who can bring the right team of experts together to drive a shared agenda.

You work strategically and have a multichannel perspective in your long-term and short-term planning and decision-making.

You collaborate effectively with groups of diverse people, and you communicate in an inspiring way to motivate colleagues and teams.

You have a very good general understanding of many parts of our business, especially Sales and Expansion.

## HOW YOU DO IT

By acting in line with our values, having the right mindset and leadership you contribute to H&M's business success.

No matter what your role is at H&M – WHAT you do is as important as HOW you do it.

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.

# WHAT YOU DO

<b>Leading Your Team</b>	<ul style="list-style-type: none"><li>• Lead the Retail Space team in your region</li><li>• Create conditions to enable performance of teams and individuals in your region</li><li>• Drive talent management by identifying and developing talents to build (future) organization and diverse teams</li><li>• Strengthen teamwork and foster cross-functional collaboration</li></ul>
<b>Elevate CX through aligned commercial and expansion strategy</b>	<ul style="list-style-type: none"><li>• Co-create the vision for the retail space in your region, based on global strategic direction</li><li>• Work closely with the regional Expansion management team to ensure that the retail space plan is based on the customer behavior in all channels in your region, as well as the Brand Plan</li><li>• Provide commercial input to regional portfolio strategy, based on both sales performance and consumer demand, through catchment area analysis</li><li>• Collaborate with Store Design to ensure implementation of commercial layouts in stores</li><li>• Drive and implement the roll-out of assortment profiling and commercial changes</li><li>• Align the roll-out plan of store updates with the Regional Tech &amp; Operations Manager or Lead for maximum customer impact and efficiencies</li><li>• Co-create the Key City strategy for your region with global Retail, and other new format roll-outs in the region</li><li>• Lead strategic distribution of SP10 Capex in the region and ensure that projects are executed</li></ul>
<b>Project Management and implementation</b>	<ul style="list-style-type: none"><li>• Have the full overview of initiatives in the pipeline in your region, and act as a filter between global Retail requests and sales market Expansion teams, to ensure that projects are executed effectively and efficiently</li><li>• Understand the involvement of all other stakeholders and secure their input in the project time plan</li><li>• Prioritize efficiently based on company and customer needs, connecting the right people to take strategic decisions and ensure smooth progress of projects</li><li>• Ensure that the team executes allocation actions to facilitate Expansion projects</li><li>• Secure project management of Key City projects together with the region and sales market. Aligning all stakeholders, driving decision making, and ensuring the project is delivered on time</li></ul>

**Collaboration/  
Stakeholder  
Management**

- Work in close collaboration with the regional Expansion team and the global Retail Experience & Design team, ensuring global initiatives are aligned with your regional plan and rolled out within your region
- You collaborate closely with the regional Sales team, especially the Visual and Merchandising teams, to drive commercial upgrades and assortment profiling changes

# WHO YOU ARE

<b>Education</b>	<ul style="list-style-type: none"><li>• Degree in Business Administration, Engineering, Architecture, or similar</li></ul>
<b>Skills</b>	<ul style="list-style-type: none"><li>• Coaching and leadership skills</li><li>• Stakeholder management skills</li><li>• Strategic planning and long-term vision</li><li>• Planning and organizing skills</li><li>• Result driven</li><li>• Advanced English level</li><li>• MS Office</li></ul>
<b>Experience</b>	<ul style="list-style-type: none"><li>• At least 3 years of Sales and/or Expansion experience, or relevant senior management position in H&amp;M</li><li>• Good knowledge in Expansion strategy and store customer experience</li><li>• Good understanding of Merchandising and assortment</li><li>• A passion for fashion Retail and knowledge of our competition</li><li>• Experience from managing a team</li><li>• Experience from working in an international, matrix organization with several stakeholders and seniority levels</li></ul>
<b>Personal Characteristics</b>	<ul style="list-style-type: none"><li>• People and relationships: Communicative / socially confident / supportive</li><li>• Tasks and projects: Analytical / creative</li><li>• Drives and emotions: Resilient / decisive and action oriented</li></ul>

## HOW YOU DO IT

<p><b>Our Values</b></p> <ul style="list-style-type: none"><li>• We are one team</li><li>• We believe in people</li><li>• We are entrepreneurs</li><li>• We are cost-conscious</li><li>• We make constant improvement</li><li>• We are straight forward and open minded</li><li>• We keep it simple</li></ul>	<p><b>Values in action</b></p> <ul style="list-style-type: none"><li>• Collaboration: The ability to be collaborative, inclusive, engaging</li><li>• Empowerment: The ability to be empowering, trusting, listening</li><li>• Innovation: The ability to be action oriented, taking ownership, willing to learn</li><li>• Resourcefulness: The ability to be resourceful, responsible, proactive</li><li>• Improvement: The ability to be action oriented, taking ownership, willing to learn</li><li>• Honesty: The ability to be open-minded, sincere, self-aware</li><li>• Clarity: The ability to be clear, efficient, effective</li></ul>
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