

Showroom & PR Coordinator

WHAT YOU DO

WHO YOU ARE

HOW YOU DO IT

<p>You contribute to added customer value, a strong brand and increased sales by working alongside the Fashion PR lead where you run the upkeep of the showroom and supports PR projects.</p> <p>You work towards aligned and cross-functional goals, driving omni sales performance and customer centricity in all parts of your work</p> <p>You work proactively with building and maintaining relationships with media, influencers, celebrities and opinion leaders. You are responsible for garment send-outs and keeping garment stock in order to guarantee product placement and credits for H&M.</p>	<p>You have strong commercial focus and are insight and data driven, with proven ability to drive results and work towards goals</p> <p>You are a driven, flexible, well organized and detail oriented. You have a can do-attitude and appreciate teamwork.</p> <p>You are service minded, excellent relationship builder with a strong proved network within the area. With your experience within the <u>industry</u> you strive to find ways to inspire our media target group and influencers, with the goal to reach and engage our customers, with the latest fashion.</p>	<p>By acting in line with our values, having the right mindset and leadership [if applicable] you contribute to H&M's business success.</p> <p>You act as an ambassador for the customer centric shift, have a growth mindset and encourage cross-functional collaboration</p> <p>You promote a positive and open environment where opinions, views and ideas are shared, proactively bring innovative <u>ideas</u> and explore growth opportunities</p> <p>No matter what your role may be at H&M – WHAT you do is as important as HOW you do it.</p>
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Your Responsibility

Showroom maintenance and PR projects

You execute on activity plans and create results by working with the daily upkeep, maintenance and follow-up of the showroom in accordance with local and global guidelines.

You work alongside the Fashion PR lead and PR & Communications Manager with local fashion PR activities, primarily in the showroom.

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- Drive sample administration, including working with relevant systems, optimizing results by proactively and reactively handling requests and send outs.
- You secure visual presentation in the showroom with current garments and products.
- Responsible of internal sample sales in accordance to our policy on purchases/lending products from showrooms.
- Ensure product placement by tracking magazines, newspapers, influencers, radio and TV-channels
- Drive general office administration duties, e.g. filling of press cuttings

Networking & relationship building

Builds a network of H&M ambassadors through maintaining and building strong local relationships with media, influencers, celebrities & opinion leaders

- You act as a brand ambassador for H&M
- Identify, maintain and develop a network on a Sales Market level with the appropriate fashion journalists, stylists, influencers, celebrities and other opinion leaders
- Attend relevant events, both internal and external, for networking and business purposes

Reporting & Collaboration

- Reports to the Sales Market PR & Communications Manager but ensures a daily dialogue with the Fashion PR lead who are responsible of the overall development for Fashion PR & Showroom.
- Ensures a close collaboration with the Influencer Specialist to maximize synergies between paid and earned relationships