

## ROLE DESCRIPTION: CONTENT EDITOR

### WHAT YOU DO

You contribute to added customer value, a strong brand and increased sales by ensuring customer relevant content execution for all local activities.

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

Responsible for creation of local content in email, push, social and hm.com and coordination with production teams to execute all local activities.

### WHO YOU ARE

A Content Marketer with excellent knowledge of how to create compelling digital content for media channels and websites. You can write copy as well as create layouts based on brand identity guidelines. You have worked in retail or creative agencies with creation of marketing content for digital channels.

You have strong customer centric and 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

<b>Content creation</b>	<ul style="list-style-type: none"><li>● Be fully immersed in the local daily customer communications plan to understand customer need, purpose and effect of local activities</li><li>● Closely collaborate with Media specialists and E-commerce teams to create the best customer relevant content, optimized for customer target groups, channel characteristics and best practice</li><li>● Based on global guidelines, templates and brand identity, create master briefs for email, hm.com teasers, push and social for all local activities (full price &amp; deals). This includes writing copy in English and Swedish, choosing images from image banks, securing a relevant product assortment selection and composing layouts in existing templates.</li></ul>
<b>Content coordination</b>	<ul style="list-style-type: none"><li>● Brief &amp; coordinate with Regional Production Hub team so they can execute translations, versioning and publishing of local content</li><li>● Point of contact for Media specialists, E-commerce team and Regional production hub when it comes to locally created content</li><li>● Coordinate with the Global Media team to ensure that the latest guidelines and templates are used</li></ul>
<b>Analysis &amp; Follow up</b>	<ul style="list-style-type: none"><li>● Create variations of copy and content to enable AB tests in email, push and hm.com</li><li>● Conduct analysis on how the local content performs for the different customer target groups and visualize learnings in a sharable format</li><li>● Share content insights &amp; learnings with local, regional and global teams (quarterly creative reviews)</li></ul>

## Customer targeting

- Be fully immersed in the different customer target groups to understand how content should be crafted and composed in the most relevant way
- Based on customer insights and data, secure that the content created is what the customer wants and what creates the best effect towards the set KPIs

# WHO YOU ARE

## Your knowledge

Knowledge = education, skills, experience

<p><b>Education</b> <i>list relevant formal education, eg. 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"><li>● Marketing or Creative copy/Design degree – if not, at least 3 years of working experience in content editor roles in agency or client side (preferably within fashion)</li></ul>
<p><b>Skills</b> <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, eg. accounting skills, digital marketing, stakeholder management, communication skills.</i></p>	<ul style="list-style-type: none"><li>● Great copywriting skills in English and Swedish and used to writing about fashion</li><li>● Visual eye for composing content stories and assets according to tone of voice, brand guidelines and templates</li><li>● Good understanding of content in digital channels such as email, push, social and websites</li><li>● Good knowledge of working in creative tools and MS Office package</li><li>● Structured, organized and efficient</li><li>● Good analytical ability and insights driven</li></ul>
<p><b>Experience</b> <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"><li>● Content editor / creation experience from fashion retail and/or creative agency</li><li>● At least 3 years of working experience in above areas</li><li>● Have experience from writing copy and creation of content stories for digital channels</li><li>● Have experience from coordinating with many stakeholders and teams</li></ul>

# 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><b>Our Values</b> The spirit that defines our culture and reflects the heart and soul of H&amp;M</p>	<p><b>Values in action</b> Our values described as behaviours – shared by all H&amp;M colleagues regardless of role</p>		
<ul style="list-style-type: none"> <li>● We are one team</li> <li>● We believe in people</li> <li>● Entrepreneurial spirit</li> <li>● Constant improvement</li> <li>● Cost conscious</li> <li>● Straight forward and open minded</li> <li>● Keep it simple</li> </ul>	<p><b>TEAM PLAYER</b></p> <ul style="list-style-type: none"> <li>● Being open minded</li> <li>● Communicating clearly</li> <li>● Enjoying teamwork</li> <li>● Being flexible</li> </ul>	<p><b>RESULT DRIVEN</b></p> <ul style="list-style-type: none"> <li>● Working towards goals</li> <li>● Trying new things</li> <li>● Improving efficiency</li> <li>● Developing yourself</li> </ul>	<p><b>BUSINESS MINDED</b></p> <ul style="list-style-type: none"> <li>● Focusing on customer value</li> <li>● Taking responsible decisions</li> <li>● Seeking opportunities</li> <li>● Seeing the bigger picture</li> </ul>
<p><b>Growth mindset</b> (also called the agile mindset)</p>	<ul style="list-style-type: none"> <li>● Positive attitude to change / embrace challenges / persevere in the face of failure</li> <li>● Desire to learn / putting effort to build new skills / learn from mistakes / ask for feedback and learn from it</li> <li>● Find inspiration in success of others</li> </ul>		
<p><b>Leadership</b> (if applicable)</p>	<p>n/a</p>		