

ROLE DESCRIPTION: CONTENT PRODUCTION MANAGER

WHAT YOU DO

You contribute to added customer value, a strong brand and increased sales by securing creation and distribution of paid & store content.

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

Responsible for securing creation and distribution of all paid media & store content through tight collaboration with production hub, media agency and store teams.

WHO YOU ARE

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

A structured Marketer with good knowledge of media content and formats and ability to coordinate multiple teams. You have worked on client side or media/creative agencies with production of marketing content.

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

Content Planning	• Be fully immersed in the local daily customer communications plan to anticipate the asset production needs for paid media and store communications • Stay informed in detail about the latest global channel playbooks, media ad formats and store formats • Closely collaborate with Media specialists & Media agency to support with the implementation of paid media and store activities
Content coordination – Paid Media	• Brief & coordinate media assets requirements and needs with local Media agency, regional Production hub and local Content Editor • Point of contact for Media agency when it comes to ad formats and assets • Close collaboration with Global M&C Agency teams (Production Managers) to secure full understanding of the paid media campaigns
Content coordination – Store communications	• Understand in detail the global store communications strategy, guidelines & placements for printed material and digital screens • Brief & coordinate POS assets requirements and needs with regional Production hub, NCG team and local Content Editor • Brief Store Visual team on POS plan and quantities per campaign so that Store Visual can order and execute store material • Feed in local needs for digital screens moving content to regional Production team • Collect input and feedback from stores and Visual team around the in-store communications material and asset allocation and share with relevant stakeholders

WHO YOU ARE

Your knowledge

Knowledge = education, skills, experience

Education <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>	● Marketing, media or production manager degree/relevant qualifications – if not, at least 3-5 years of working experience in marketing or media roles in agency or client side
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, eg. accounting skills, digital marketing, stakeholder management, communication skills.</i>	● Expert in formats and assets for paid media (Tv, OOH, OLV, Display, Social, Print etc) ● Good understanding of printed formats and communication used in retail stores ● Good understanding of local media landscape and how media agencies operate ● Structured, organized and efficient ● Good analytical ability ● High level of English
Experience <i>list relevant previous work related (and private if applicable) experience that could be beneficial for the role</i>	● Operative content production experience from fashion retail and/or agency ● At least 3 years of working experience in above areas ● Have experience from planning production for multiple channels ● Meriting with competence within digital/tech and omni ways of working

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.

Our Values The spirit that defines our culture and reflects the heart and soul of H&M	Values in action Our values described as behaviours – shared by all H&M colleagues regardless of role		
• We are one team • We believe in people • Entrepreneurial spirit • Constant improvement • Cost conscious • Straight forward and open minded • Keep it simple	TEAM PLAYER • Being open minded • Communicating clearly • Enjoying teamwork • Being flexible	RESULT DRIVEN • Working towards goals • Trying new things • Improving efficiency • Developing yourself	BUSINESS MINDED • Focusing on customer value • Taking responsible decisions • Seeking opportunities • Seeing the bigger picture
Growth mindset (also called the agile mindset)	• Positive attitude to change / embrace challenges / persevere in the face of failure • Desire to learn / putting effort to build new skills / learn from mistakes / ask for feedback and learn from it • Find inspiration in success of others		
Leadership (if applicable)	n/a		

APPENDIX Additional tasks within role	
Additional tasks key for role	• Ensure a cost efficient and effective print assets distribution to every individual store • For unique regional POS material, review cost calculations per campaign and make necessary adjustments to plan to secure best impact • Approve campaign costs for unique regional POS material • Review and process invoices associated to projects • Drive analysis of best performing campaign formats to infuse insights to future campaigns • Coordinate with Media specialists and Media agency team to ensure that there always is an updated ad formats list available for the Production teams • Approve final ads versions before regional Production hub distributes to media agency