

# H&M

*Industry: Fashion, Retail*

H&M a Swedish multinational clothing-retail company known for its fast-fashion clothing for men, women, teenagers and children. H&M and its associated companies operate in 62 countries with over 4,500 stores and as of 2015 employed around 132,000 people. It is the second-largest global clothing retailer. The company has a significant on-line presence, with on-line shopping available in 33 countries.

## Buyer

The role of a Buyer at H&M is all about teamwork. You'll be working together with Pattern Makers, Designers and Business Controllers, to develop new fashion collections. As a Buyer you will manage and take responsibility for maximizing sales and profitability within your group. Being a Buyer also includes planning, developing and producing the product range for your group, and establishing both rough and detailed time plans and budgets. You must have eye for global style and trends and a sixth sense for what will sell – all over the world.

## Responsibilities

- Analyzes product line sales, trends, key items, vendor profitability, and outdated inventory and make recommendations for choosing what products to sell and driving improved performance
- Forecasts how much of each item should be made and shipped to stores
- Manage monthly competitive shopping to understand seasonal trends and pricing
- Grow and maintain strong relationships with vendors

## Education / qualifications

- Bachelor's degree
- Analytical skills and ability to spot and predict trends

## **Fashion Designer**

The role of a Fashion or Print Designer at H&M is all about teamwork. You'll be working with Pattern Makers, Buyers and Business Controllers, to plan and create H&M collections. Your role is to drive product development activities and design new products. You will continually improve and develop our collections, follow up on sales results and constantly look for new sales opportunities.

To be perfect for the job, you are always ahead of the game and spot trends years in advance. You are a true fashion enthusiast and skilled at transforming product and print sketches into bestsellers, and you work with a constant customer focus.

### **Responsibilities**

- Manage entire product design process including market research, mood board creation, designing, sketching of fashion line, and fit.
- Research global markets in order to identify new trends, fabrics, techniques, etc.
- Provides recommendations regarding seasonal themes, edits to line, new concepts, etc.
- Provides insight and final approval regarding style and fit of product line

### **Education / qualifications**

- Bachelor's Degree, preferably in Fashion Design or a related field
- Digital fashion portfolio of your creations

## **Human Resources Associate**

The Human Resource Department (HR) is a strategic partner to our business. We set standards for recruitment, implement training and support the development and growth of our entire organisation. All to ensure we have the right people with the right skills in the right positions – and at the right time. The HR Associate will perform a wide variety of human resource activities including benefits, non-exempt recruitment, employee relations, engagement, safety, workers' compensation, and unemployment claims.

### **Responsibilities**

- Post job openings, schedule interviews and track internal staffing activity
- Communicate in email, phone and in person with employees
- Prepare and maintain employee files.
- Process new hire, status change, and termination documentation.
- Retrieve data and maintain regularly scheduled reports in addition to other requested data management reports in order to support the operations team.
- Coach employees in a collaborative yet impactful manner with respect performance management, change management and associate retention

### **Education / qualifications**

- Bachelor's degree in Human Resources, Psychology, Communications or related degree

## **Marketing Associate**

The Marketing Department creates all of our advertising campaigns and produces our marketing materials. This is where our brand is built and nourished – making sure everyone loves fashion at a great price just as much as we do. The Marketing Associate will collaborate with Project Management, Production Management, Purchase, Art Buying and Fashion Coordination, to provide our global market with top-notch advertising materials covering everything from bags and packaging to digital advertising campaigns, email marketing and promotional products.

### **Responsibilities**

- Contribute to the development of H&M advertising and brand campaign strategies
- Research insights about the fashion industry, competitor activity, innovation and trends
- Lead a team to make key decisions, project milestones, and marketing plans, helping to keep every project organized and driving forward
- Analyze marketing emails sent to customers to determine which drove performance

### **Education / qualifications**

- Bachelor's degree in Marketing, Business, Communications, Economics, Psychology or related field

## Production Assistant

H&M does not own any factories. Instead, our garments are bought from 800 independent suppliers, mainly in Europe and Asia. At our Production Offices, located all over the world, we deal with all the practical aspects of production, and keep in constant contact with the suppliers. Our Production Offices place orders with suppliers and ensure the items are produced at the right price, are of good quality and are delivered on time. With extensive controls and audits, we make sure our products comply with our safety and quality regulations, and are produced under safe, fair, legal and humane working conditions.

### Responsibilities

- Procure, review and assess new cost quotes, analyze history and elevate costing challenges to supervisor for costing options/ negotiations
- Communicate daily with overseas vendors regarding style development, production and delivery information
- Review problems on production of items, take action accordingly
- Work with AEO Buyers/ Planners on garment cost, buys, production planning, and delivery

### Education / qualifications

- Bachelor's degree in Business, Fashion Merchandising, or equivalent

## **Visual Merchandiser**

The Visual Department works cross-functionally to enhance the store experience by packaging our fashion and campaigns in a visually inspiring way. We make sure our collections look their absolute best – by producing expressive campaigns, optimizing our in-store display and creating exciting window schemes.

### Responsibilities

- Designs visual merchandising and display presentations for stores and exterior window environments to drive Brand awareness and sales.
- Designs, develops and presents seasonal window concepts and interior display elements
- Provides training and materials to the retail stores so that they can create the visual direction

### Education / qualifications

- Degree preferred in Visual Merchandising/Interior Design/Fashion Merchandising

## **Public Relations (PR)**

### Responsibilities

- Draft, edit and disseminate press releases and other relevant PR materials
- Build on existing media relationships within the industry while also creating new contacts (mainstream media and blogs with Fashion, Lifestyle, Design, Art).
- Pitch and achieve fashion news stories about H&M and design features in all key media
- Identify social media influencers in Fashion, build relationships and pitch ideas

### Education / qualifications

- Bachelor's degree
- Interest in fashion is a MUST! Well versed in fashion magazines, the latest IT girls, buzzy bloggers

## **Planning and Distribution Assistant**

You will support all planning functions which include, but are not limited to: Allocations, Pre-Season and In-season performance analysis and reporting. You will support company objectives and strategies for the retail stores and e-commerce and will help identify solutions that will maximize business opportunities and reduce inventory liabilities.

### **Responsibilities**

- Plan, forecast and analyze items in stores. Partner with Allocation team to ensure all stock levels are sufficient to support the business.
- Analyze and report on Key Performance indicators on a weekly basis to senior level management to identify business trends or potential opportunities and propose a course of action.
- Monitors product flow to the stores as well as consistent replenishment to stores.
- Distributes merchandise to stores at style | color | size | fit | price level based on business trends, reporting analysis and management objectives.
- Generate weekly basic replenishment orders

### **Education / qualifications**

- Bachelor's degree. Supply chain/operations/logistics majors preferred but not required
- Strong analytical thinking and complex problem-solving skills