



## Fractional Chief Marketing Officer

### Company Overview:

HARTTER | MANLY was founded on a simple premise – to provide a personalized luxury ‘Made To Measure’ shopping experience to gentlemen with discerning taste at fair prices. With an emphasis on unique and sophisticated style, quality, and impeccable customer experience, HARTTER | MANLY continues to evolve the game in men’s fashion.

HARTTER | MANLY features a refined collection of luxury fit, fabrics, and accessories. Carrying ultra-fine Made to Measure suits, jackets, hand-sewn shirts, and ties. We believe that by enabling people to look their best, we’re doing our part in empowering them to be the very best version of themselves. How you express yourself fashionably has a tremendous impact on your presence and social relationships.

We encourage you to live with your best foot forward as often as possible. It’s a lifestyle. We are living through exciting times; unprecedented numbers of individuals are utilizing and leveraging contemporary social tools and platforms to build unique brands/businesses. The workforce is more diverse than ever with creativity being the driving force behind countless new careers. We love that goal-driven energy and embrace the accompanying lifestyle.

We’re here to bridge the gap and fuel ambition.

### Job Requirement:

We are seeking a game changer. Someone to help HARTTER | MANLY think outside the box. The fractional CMO will manage an existing part time team (e.g., content creator, copy writer, social media scheduler vendor, paid ads vendor, and a project manager).

### Skill sets we have and where we need your help:

- Content Creation: One of H | M’s co-founders works with a team to create eCommerce & lifestyle content for its garments. The team also has a plethora of professionally shot content from H | M’s leather goods (e.g., shoes, belts, bags) manufacturer that it can use as it pleases.
  - Current Needs / Goals: Our content creation lacks a plan. H | M doesn’t run campaigns, create content around holidays, and in short, think proactively about how to engage potential customers. This role would add structure to H | M’s existing content strategy.
- Compose Engaging Copy: H | M’s copy writer is a blogger wearing an additional hat. Her background isn’t in menswear.
  - Current Needs / Goals: The fractional CMO will review the copy, ensure it is engaging, and drive CTAs.
- Social Media Planning & Scheduling: The H | M team plans posts a month in advance leveraging an Excel content scheduler. A vendor posts the content on Facebook, Instagram, and LinkedIn for \$5 a post. HARTTER | MANLY’s paid ads team posts on Pinterest on behalf of the company. In the past H | M automated the process, but the



automation tool hurt the clarity of the content so the team has since gone back to manual posting.

- Current Needs / Goals: Implement a more robust tool to manage the planning process and automate posts if it is cost effective and doesn't hurt picture quality.
- Paid Ads: H|M leverages a vendor today to do paid ads. The monthly spend is around \$300-\$600 across Google, Pinterest, Facebook + Instagram. H|M hasn't had a ton of sales as a result of paid ads, but gains value because the vendor presents the site's Google Analytics weekly. The results help H|M's web team on how they need to redesign the site based on the analytics.
  - Current Needs / Goals: Show a positive ROI for paid ads & figure out how H|M should compensate the vendor.
- Email Marketing: To date, HARTTER | MANLY uses Mailchimp & has dabbled in HubSpot as a CRM.
  - Current Needs / Goals: H|M has not created many targeted marketing campaigns to date, so there is opportunity. It also needs to continue to build out and leverage its CRM more effectively.
- Influencer Marketing: It is difficult to track ROI with influencer marketing, so H|M hasn't done much in this space. However, H|M is pursuing influencer marketing to potentially create content in a cheaper manner in addition to the traditional upsides to influencer marketing. Custom menswear companies are not simply putting product on models and shooting. H|M has to create the products perfectly to size because tailored clothing is one of its differentiators. The idea is H|M will do a digital appointment to obtain the influencers' sizes, pay the influencer in product (\$1k+ value for a suit & shirt), and have them make content they will post as well as H|M.
  - Current Needs / Goals: Build out influencer marketing capability.
- Public Relations: HARTTER | MANLY has been featured in GQ and various other magazines, but no one on the team proactively pursues opportunities for exposure.
  - Current Needs / Goals: Figure out ways to get exposure cheaply.

Lastly, HARTTER | MANLY needs a leader to think through what is next for the company from a marketing perspective. The team doesn't come from a marketing background, so it operates in a learn as it goes manner. The above listed items are what H|M is doing or plans to do, but the team needs a visionary to take it over the top from a strategy perspective.

### **Essential Skills, Experience and Educational Requirements:**

- A leadership background in marketing
- Ability to manage a team of 5-10
- H|M is a startup, so the fractional CMO will need to be creative with its budget
- Results oriented
- Savvy in social media marketing
- Understands paid ads and Google Analytics
- Experience building out & leveraging a CRM
- Highly motivated self-starter