

Fractional Chief Marketing Officer (CMO)

Description

Fractional Chief Marketing Officer (CMO) – Remote (1 Day/Week, 4–6 Month Contract)

Location: Fully Remote

Commitment: 1 day per week (flexible scheduling)

Duration: 4–6 months (with potential extension)

About the Role

We're seeking an experienced **Fractional Chief Marketing Officer (CMO)** to lead the marketing strategy and creative direction for a key project over a 4–6 month period. This role is ideal for a senior marketing leader who thrives in dynamic, creative environments and enjoys working hands-on with small teams to shape brand identity, storytelling, and go-to-market strategy.

You'll collaborate closely with the founder and creative team to define the marketing vision, oversee execution, and ensure the project achieves strong brand resonance and measurable results.

Responsibilities

- Develop and own the overall **marketing and brand strategy** for the project.
- Oversee **creative direction**, messaging, and positioning across all channels.
- Lead or guide the **launch plan**, including campaign design, content, partnerships, and digital marketing strategy.
- Provide strategic oversight of **marketing operations**, ensuring alignment between creative, digital, and business goals.
- Mentor and support internal or freelance marketing talent.
- Track performance metrics and adapt strategies for optimal results.
- Report directly to the Founder / Executive Team on progress and insights.

Qualifications

- 10+ years of progressive experience in marketing, brand strategy, or creative leadership.
- Proven success in **developing and executing marketing strategies** for

Hiring organization

Exec Capital

Employment Type

Part-time

Beginning of employment

1st November 2025

Duration of employment

4-6 months

Industry

Creative Industry

Job Location

Remote work from: United Kingdom

Working Hours

9-5

Base Salary

£ 600 - £ 700

Date posted

October 22, 2025

Valid through

30.11.2025

creative, consumer, or innovation-driven brands.

- Strong understanding of **digital marketing**, storytelling, and brand development.
- Experience managing creative teams and external partners or agencies.
- Exceptional communication, strategic thinking, and presentation skills.
- Comfortable working **remotely and independently** with a small team.

Job Benefits

Exec Capital are a leading Fractional CMO recruiter