



<https://www.execcapital.co.uk/job/fractional-cmo-fca-regulated-fintech-investment-platform/>

Fractional CMO, FCA-Regulated Fintech Investment Platform

Description

Location: Hybrid. Mostly remote, with roughly one day a month at the North London office

Commitment: 1 day per week initially, with scope to increase

Rate: £550 to £800 per day, depending on experience

Contract: Ongoing fractional engagement through Exec Capital

Role

Exec Capital is working with an established, profitable, FCA-regulated fintech investment platform that serves UK retail investors. The business has grown steadily through word of mouth and reputation. With its technology platform now ready to scale, it wants to move from passive to active growth.

Marketing activity currently runs across several separate suppliers and channels: website, app, blog, SEO and social media. The client needs an experienced Fractional Chief Marketing Officer to bring this together into one coherent strategy with a consistent investor-facing message, and to build an in-house marketing function that can deliver it.

This is a hands-on strategic role. You will report to the senior leadership team, shape the marketing direction for the next two years, and help recruit and then manage a full-time marketing hire who will carry out the plan day to day. Your initial focus will be the website and conversion. Once the foundations are in place, you will widen this into a full multi-channel acquisition strategy.

Responsibilities

- Develop and own a two-year marketing strategy, including positioning, a messaging framework and brand standards across the website, app, blog and social channels.
- Lead a review of the website, landing pages and investor journey to improve clarity, calls to action and conversion rates.
- Put in place proper analytics, conversion tracking and channel attribution so that the return on marketing spend can be measured and reported.
- Coordinate and benchmark the existing external agencies and suppliers, including SEO and content, so they work to one plan and are held to clear performance measures.
- Build the strategy for driving traffic across search, AI-driven search and answer engines, content, paid media and social, and allocate budget according to return on investment.
- Make sure all financial promotions meet FCA requirements, working closely with compliance on risk warnings, appropriateness, investor categorisation and Consumer Duty outcomes.
- Help define, recruit and onboard a full-time marketing hire, then line-manage

Hiring organization

Exec Capital

Employment Type

Part-time

Beginning of employment

1st November 2026

Duration of employment

Perm

Industry

Financial Services

Job Location

London, South East, United Kingdom

Working Hours

9-5

Base Salary

£ 500 - £ 700

Date posted

October 7, 2026

Valid through

31.10.2026

and develop them.

- Report regularly to the leadership team on performance, investor acquisition and pipeline.

Qualifications

- Proven experience as a CMO, Marketing Director or Head of Marketing within financial services, fintech, investment platforms, savings, lending or similar regulated retail products.
- Solid working knowledge of FCA financial promotions rules. Experience with high-risk or restricted mass market investments is a significant advantage.
- Strong digital marketing background, particularly in website optimisation, conversion rate optimisation, landing pages and analytics.
- Good understanding of SEO and of how AI-driven search is changing customer acquisition, with the ability to challenge and manage agency partners.
- A track record of building or managing small marketing teams and coordinating multiple suppliers.
- Commercially minded and data-led, comfortable allocating budget by channel based on measured returns.
- Able to work as a hands-on strategist in a lean, technology-led business.
- Available to start promptly, with capacity for one day per week and flexibility to increase over time.

Job Benefits

- An ongoing fractional engagement with a profitable, well-established and growing regulated business.
- The chance to shape a marketing function from strategy upwards, with real influence at leadership level.
- Flexible, largely remote working with only occasional office attendance.
- A competitive day rate, with scope for more days as the business scales.
- A long-term portfolio role that fits alongside other fractional commitments.
- Support from Exec Capital throughout the engagement, with each search led personally by Adrian Lawrence FCA.