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Fractional CMO (SEO and Google Ads led)

Description

1 day per week · Hybrid (London) · Confidential

A fast-growing B2B SaaS business in the finance-automation space is looking for a hands-on, data-driven Fractional CMO to accelerate growth and lift the volume and quality of MQLs.

This is a practical, in-the-weeds role — not a brand or advisory seat. Organic SEO and Google Ads are currently the primary channels and both are underperforming; your job is to fix and scale them, sharpen positioning, improve website conversion, and tighten MQL reporting so spend works harder.

You'll have support: a social media marketer working three days a week reports into this role, and you'll get more from existing external specialists by setting clearer priorities and standards.

As an AI-first company, they expect strong AI best-practice in marketing — you should be able to show how you use AI to improve the speed, quality and output of research, copy, ad iteration and reporting.

Responsibilities

What you'll own

Google Ads — restructure and optimise underperforming paid search for efficient, qualified lead flow

Organic SEO — technical, content and on-page improvements to grow qualified traffic

Landing pages & website conversion (CRO) to turn traffic into MQLs

Positioning and messaging for a technical finance-automation product

MQL reporting and the marketing data/measurement layer

Direction of the social media marketer and external specialists

Qualifications

About you

Senior B2B SaaS marketer operating at Fractional CMO / Head of Growth level, hands-on rather than purely strategic

Demonstrable, self-delivered results in Google Ads and organic SEO (not just directed)

Strong on CRO, landing pages and funnel/MQL measurement

Practical, embedded AI workflows you can evidence

Comfortable delivering impact in roughly one focused day a week

Job Benefits

Details

1 day per week, ongoing

Hybrid, London-based

Hiring organization

Exec Capital

Employment Type

Part-time

Beginning of employment

1st August 2026

Duration of employment

Perm

Industry

Technology

Job Location

London, South East, United Kingdom

Working Hours

9-5

Base Salary

£ 600 - £ 650

Date posted

June 24, 2026

Valid through

31.07.2026

Day rate: £500-£650

Client name confidential — disclosed to shortlisted candidates under NDA