

Fractional Sales and Marketing Consultant

Description

Job Description: Fractional Interim Sales & Marketing Consultant (2 Days/Week)

Location: Marbella, Spain (remote/hybrid options available)

Engagement: Part-time / Fractional (2 days per week)

Contract: Interim / Freelance

About the Role

Our dynamic **Entertainment & PR Agency** is seeking a seasoned **Fractional Interim Sales & Marketing Consultant** to guide our commercial strategy during a pivotal stage of growth. We work with high-profile brands, talent, events, and lifestyle clients, and we're looking for someone who understands the fast-paced, relationship-driven nature of the entertainment and PR world.

The ideal consultant is both strategic and hands-on—capable of strengthening our sales pipeline, elevating our marketing presence, and supporting our team in securing meaningful partnerships and revenue opportunities. This role offers flexibility, including hybrid or fully remote work.

Responsibilities

Key Responsibilities

Sales Strategy & Client Acquisition

- Review and enhance our current sales processes, client acquisition strategy, and proposal approach.
- Identify new business opportunities across entertainment, media, hospitality, luxury lifestyle, events, and PR sectors.
- Develop tailored sales strategies aimed at growing our roster of talent, brand partnerships, and client accounts.
- Support pitch development, proposal writing, and follow-up frameworks to increase conversion rates.
- Coach internal teams on consultative selling and relationship management.

Marketing Strategy & Agency Visibility

- Audit existing brand positioning, messaging, social presence, and content strategy.

Hiring organization

Exec Capital

Employment Type

Part-time, Temporary

Beginning of employment

1st January 2026

Duration of employment

6 – 12 months

Industry

Entertainment and PR

Job Location

Marbell, Spain

Remote work possible

Working Hours

9-5

Base Salary

£ 1,250 - £ 1,500

Date posted

November 23, 2025

Valid through

31.12.2025

- Create and execute a marketing plan that boosts agency visibility and supports new business goals.
- Strengthen the agency's online presence across digital channels (social media, email, content marketing, PR).
- Support the development of case studies, showreels, and portfolio materials.
- Recommend marketing tools and technologies suited for an entertainment-driven environment.

Commercial Leadership & Support

- Collaborate with agency leadership to set KPIs, track performance, and refine commercial strategy.
- Deliver regular insights, market trend analysis, and recommendations relevant to entertainment and PR.
- Assist with onboarding or transitioning permanent sales/marketing hires if required.
- Act as a trusted advisor, ensuring our commercial approach is aligned with industry expectations and opportunities.

Qualifications

Requirements

- Proven experience in sales, marketing, or growth consulting within entertainment, PR, media, events, or creative industries.
- Strong understanding of relationship-led sales and brand-building in agency environments.
- Hands-on expertise in digital marketing, CRM optimisation, content strategy, and lead generation.
- Excellent communication, storytelling, and client-facing skills.
- Ability to deliver results independently and collaborate with a creative, fast-paced team.
- Based in or willing to occasionally travel to Marbella, Spain.
- Fluency in English; Spanish is a plus

Job Benefits

What We Offer

- A flexible **2-days-per-week** consultancy engagement.

- The chance to shape the commercial future of a growing Entertainment & PR Agency.
- Collaborative, creative working environment with exciting clients and projects.
- Competitive day rate based on experience.