

Part-Time Chief Marketing Officer (CMO)

Description

Part-Time Chief Marketing Officer (CMO)

Location: Remote, with occasional onsite meetings in Crawley

Commitment: Part-time (approx. 1 day per week following initial strategy phase)

Company Size: SME – £1m UK turnover, £5m international turnover

Reports to: CEO / Managing Director

About the Role

We are seeking an experienced and commercially driven **Part-Time Chief Marketing Officer (CMO)** to lead our sales and marketing direction during a key stage of growth. This role begins with a strategic planning phase focused on aligning our brand, market positioning, and go-to-market activities. Following that, the CMO will provide ongoing leadership—around one day per week—to drive sales performance, oversee marketing execution, and ensure consistent growth across UK and international markets.

This is an ideal opportunity for a senior marketing and commercial leader who thrives in entrepreneurial environments and can balance strategic thinking with hands-on delivery.

Responsibilities

Key Responsibilities

1. Strategy Development (Initial Phase)

- Conduct a comprehensive review of existing UK and international sales channels, marketing activity, and market positioning.
- Develop a **sales and marketing strategy** aligned with commercial targets and growth ambitions.
- Define clear ICPs, value propositions, and messaging frameworks for core markets.
- Recommend budget allocations, team structures, and external support requirements.
- Establish KPIs, reporting frameworks, and dashboards for tracking performance.

2. Ongoing Leadership (Approx. 1 Day/Week)

- Oversee implementation of the sales and marketing strategy, ensuring

Hiring organization

Exec Capital

Employment Type

Part-time

Beginning of employment

1st January 2026

Duration of employment

Perm

Industry

Manufacturing

Job Location

Crawley, West Sussex, United Kingdom

Remote work from: United Kingdom

Working Hours

9-5

Base Salary

£ 650 - £ 700

Date posted

November 26, 2025

consistent execution.

- Lead and mentor internal team members and manage external agencies or contractors.
- Support sales pipeline development, including lead generation, nurturing, and conversion improvement.
- Monitor performance against KPIs and adjust tactics to maximise ROI.
- Drive brand visibility and demand generation across UK and international markets.
- Provide board-level insight and recommendations on commercial performance.
- Champion a data-driven approach to decision-making across the business.

Qualifications

Experience & Skills Required

- Proven experience as a **CMO, Marketing Director, Commercial Director, or similar senior role**, ideally within an SME or scale-up environment.
- Demonstrated success in developing and executing sales and marketing strategies in multi-market or international contexts.
- Strong commercial acumen with a track record of delivering revenue growth.
- Experience leading hybrid teams and managing external marketing partners.
- Expertise across digital marketing, brand development, and modern sales methodologies.
- Ability to work strategically while remaining hands-on when required.
- Strong communication and stakeholder-management skills.
- Comfortable working remotely with occasional travel to Crawley.

Job Benefits

What We Offer

- A flexible, impactful leadership role shaping the next phase of our growth.
- The opportunity to build and lead the commercial function of an ambitious international SME.
- Competitive part-time compensation aligned with experience.
- Collaborative, entrepreneurial culture.

Contacts

Exec Capital are a leading Fractional CMO recruiter