

Discrepancy 1: Executive Title vs. Operational Execution

Stated Corporate Claim:

The job advertisement explicitly uses the executive title "Chief Marketing Officer (CMO)". This designation traditionally denotes a high-level strategic position responsible for governing an established department, managing verified corporate brands, and overseeing an allocated marketing budget.

Documented Contradiction:

The internal text of the advertisement directly compromises this executive designation by stating: *"This is not a 'marketing job.' It's a high-performance builder role..."*

Structural Implication:

The company utilizes an inflated executive title to attract senior-tier talent while explicitly down classing the operational reality into a ground-up, hands-on execution role. The position expects a single individual to build basic corporate infrastructure from zero rather than directing an existing departmental team.

Discrepancy 2: Unverified Financial Metrics (\$100M+ Narrative)

Stated Corporate Claim:

The advertisement heavily features high-value financial metrics, using phrases such as *"the \$100M+ growth engine"* and *"building the machine that powers a \$100M+ group"*.

Documented Contradiction:

The text purposefully avoids stating that the corporate group currently generates \$100M in revenue. The phrasing is structurally ambiguous, intentionally blurring the line between a aspirational future target and the actual, current financial reality of the business.

Structural Implication:

This metric requires cross-examination against concurrent corporate filings or alternative recruitment snapshots from the same period to isolate whether the actual revenue bracket is significantly lower (e.g., \$10M–\$50M).

Discrepancy 3: Representation of Phantom Infrastructure

Stated Corporate Claim:

The advertisement outlines a massive, diversified corporate footprint under the section "*Where You'll Play*", listing extensive oversight across multiple distinct business platforms.

Documented Contradiction:

The fine print within the same section admits that **Platform 3** is entirely "*upcoming*" and the **Holdco** division is merely a "*new holding company brand*."

Structural Implication:

The company artificially inflates the visible scale and stability of its corporate empire within the advertisement by listing non-operational placeholders, future concepts, and unbuilt projects alongside their actual active business units.

Discrepancy 4: Fragmented and Unrelated Operational Scopes

Stated Corporate Claim:

The role outlines centralized marketing ownership over highly diverse, completely unrelated industry sectors. This includes engineered mining products (Platform 1), remote site procurement (Platform 2), technical product distribution (Platform 3), corporate M&A talent acquisition (Holdco), and personal brand storytelling (Founder Brand).

Documented Contradiction:

Standard corporate structures require entirely separate, highly specialized marketing frameworks to handle B2B heavy industrial marketing versus corporate reputation versus personal social media management.

Structural Implication:

Consolidating these fragmented, conflicting disciplines into a singular headcount confirms an unorganized internal scope. It indicates an expectation for one individual to fulfill the operational roles of an entire multi-tiered marketing agency.

Discrepancy 5: The Autonomy Paradox (Centralised Governance)

Stated Corporate Claim:

The advertisement explicitly promises the candidate "*Serious autonomy - own the strategy, team, budget, and systems.*"

Documented Contradiction:

This promise of total independent operational ownership is immediately paired with the mandate that the candidate will work "*directly with our founder Josh Beaver.*"

Structural Implication:

Promising complete departmental autonomy while simultaneously requiring direct, day-to-day co-working with an active, hands-on private entrepreneur represents a direct systemic contradiction. This setup typically indicates highly centralized founder control masking as independent corporate governance.

Chief Marketing Officer (CMO)

[APPLY FOR THIS JOB](#)




Embleton, WA

Beaver Group - Beaver Group / Full-Time / Hybrid

The Opportunity

This is your shot to design and run the \$100M+ growth engine behind a fast-growing group of industrial businesses - with global reach, direct founder access, and serious commercial impact.

You'll work directly with our founder Josh Beaver and key leaders to drive growth across every business we own.






-  **Serious autonomy** - own the strategy, team, budget, and systems.
-  **Group-wide scope** - across multiple businesses, plus holdco & founder brand.
-  **Real ambition** - a career-defining role building the machine that powers a \$100M+ group.

This is not a 'marketing job'. It's a high-performance builder role - implementing the modern growth marketing playbook to disrupt old school industries.

Where You'll Play

This is a group-level leadership role with serious scope. You'll work across all our operating businesses plus holdco and founder brand - building a growth engine that replicates and scales across the portfolio.

You will start with:

-  **Platform 1** - engineered products for mining incl piping, hoses, valves (now going global).
-  **Platform 2** - remote site procurement and industrial supplies (first two businesses already secured).
-  **Platform 3** - distribution of technical industrial products incl valves & instrumentation (upcoming).
-  **Holdco** - new holding company brand targeting key talent and owners looking to sell their business.
-  **Founder Brand** - storytelling and content to build audience & authority across multiple platforms.