



Fuuse

Empowered to
Achieve More

Job Description

Head of Marketing



About Us

We are Fuuse: a state-of-the-art electric vehicle charge-point management system. With announcements from the government that the sale of internal combustion engine vehicles will be banned by 2030, the use of EVs and their charging infrastructure is set to explode in the coming years. Fuuse will help companies accelerate their EV ambitions and be at the forefront of this zero-carbon transport revolution. Read more at www.fuuse.io.

Our customers already include organisations from national charge point networks, local authorities and international energy companies.



The Role

We are looking for a Head of Marketing to join our growing team. This is an exciting opportunity for an ambitious and self-driven candidate to join a rapidly growing and dynamic company where you will have the opportunity to forge your own path and play an integral role in its growth.

Flexible working hours and remote working options come as standard with the position, and we encourage anyone to apply, regardless of their background and level of experience.

While our office is based in the heart of Lancaster, we are open to candidates based anywhere in the UK who are happy to work from home. The only key thing we are seeking is an individual with a “can-do” attitude, who can thrive in a collaborative working environment, and who is keen to play an active role within the company; taking ownership of tasks, and seeing them through to completion.



Main Duties

- Turn business objectives into a robust and effective marketing strategy to help the business achieve its goals.
- Manage and report on the marketing budget.
- Maintain an analytical approach to measuring and monitoring the impact of marketing activity. Leverage findings to build effective marketing strategies to increase market share, and brand awareness.
- Stakeholder Management; work collaboratively with a variety of stakeholders across sales, product and development and external partners to ensure there is buy in and understanding about future marketing campaigns.
- Support the sales team with sales enablement collateral and content to help them convert more prospects.
- Digital; be responsible for the website, ensuring content is optimised, building our presence across our social channels
- Evaluate the marketing tech stack and identify products and services working in collaboration with operations to enhance our marketing efficiencies, and constantly look to evolve the way our business responds to markets requirements.

Your Skills

- Excellent communication and presentation skills
- Organised and able to prioritise workload
- Attention to detail is essential
- Experience in international expansion would be preferred
- Demonstrable experience of building and executing a marketing strategy that positively impacts awareness and pipeline growth
- Experience with CRM systems, preferably Hubspot, also desirable
- Experience in mobility and/or technology industries advantageous

What we offer

- A competitive salary depending on experience;
- 25 days holiday;
- Flexible hours;
- A workplace pension;
- A start-up environment where you'll have a voice in the business as we grow our products and services.



Apply now:

Send your CV to

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Fuuse

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