



Fuuse

Marketing & Lead Generation Manager

Job overview



Based in Lancaster, Fuuse has rapidly established itself as one of the market leaders in the EV charging software industry. Powering electric vehicle charge points Fuuse is at the heart of one of the world's biggest emerging industries by powering the electrification journey with all the environmental and societal benefits it brings.

Working with a diverse mix of over 300 end clients including SSE, Scottish Power, Arnold Clark, BCA, Bentley, Toyota, Suez and Veolia, Fuuse is enabling the monitoring, maintenance, payments, energy optimisation, and controlling access to their charging infrastructure, which in turn powers over 100,000 vehicles who interact with our platform every month.

Together we process enough electricity to power the whole of the UK for an hour, and this is doubling every three months and payment processing exceeds £6 million a year.

Beginning as a team of four working on an Innovate UK grant during Covid we're now 65 highly-motivated and expert staff based across the UK and Ireland. In 2023 we grew by over 300% and aim to do the same again for the next few years.

This hyper-growth has attracted significant investor interest, and we recently closed a Series A round raising £8.7 million from YFM Equity Partners and our long-term backers Par Equity, which will power our path to profitability.

Our exciting journey comes with its challenges and its rewards. Every member of our team has share options and everyone can benefit from a rapidly changing workplace where opportunity, challenge and enjoyment are there at every turn.

The Marketing and lead generation manager will report to the (Fractional) Chief Marketing Officer and work closely with the Chief Executive.

We are looking for a marketing and lead generation manager to join our growing team. This role will be instrumental in driving brand awareness, and responsible for generating sufficient high-quality leads to meet stretching targets for annual recurring revenue.

The successful candidate will design and execute the 'Go to Market' strategy for the business. Their responsibilities include:

- **Brand Strategy:** Develop and execute a comprehensive brand strategy that positions Fuuse as the UK's leading provider of charge-point management software, with clear market positioning and ideal customer profile definition.
- **Lead Generation:** Develop and execute multi-channel demand generation campaigns, including:
 - Digital marketing (SEO, SEM, social media, email marketing)
 - Content marketing (blogging, whitepapers, case studies)
 - Event marketing (conferences, webinars, trade shows)
 - Public Relations (creating stories that capture positive attention)
 - Product Marketing, compelling expression of the benefits of Fuuse's functionality, targeted at each industry segment.
- **Sales Enablement:** Support our business development and Sales teams with persuasive sales enablement materials, such as presentations, customer success case studies and testimonials.
- **Market Analysis:** Conduct market research to identify market trends, opportunities, and competitive threats, as well as existing client satisfaction.
- **Team Management:** Lead and mentor a team of marketing professionals.
- **Budget Management:** Manage the marketing budget and allocate resources effectively, demonstrating the return on marketing investment
- **Metrics and Analytics:** Track key marketing metrics and analyze performance to optimize campaigns.

The successful candidate will work closely with internal and external audiences including Sales, Product & Technology teams, to align marketing activity to the delivery of Fuuse's business plan. They will be the voice of the Customer inside the company, able to represent their needs.

Flexible working hours and remote working options come as standard with the position. The role is based in our office in the heart of Lancaster, though we are open to candidates based anywhere in the UK who are happy to work from home with the ability to regularly work in Lancaster.

The successful candidate will have 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.

We are seeking someone who has:

- Demonstrated they can convert strategic thought into effective action
- Willingness to challenge convention and think differently
- Proven track record of owning the delivery of successful B2B lead generation campaigns
- Strong understanding of how to optimise B2B digital marketing channels and tools, getting big results from limited budgets.
- Excellent writing and presenting skills
- Strong analytical skills and data-driven decision-making
- Experience with CRM and marketing automation tools, ideally Hubspot CRM
- 5+ years of marketing experience in the technology industry.

Experience in the electric vehicle or energy industry would be highly beneficial

Our customers rely on us so that can deliver reliable electric vehicle charging. So, you must be highly reliable and operate with high standards of integrity.

It is likely that the successful candidate will have a degree level qualification in Marketing, Business, or a related field.



What we offer

- A competitive salary of up to £65,000 depending on experience
- EV Salary Sacrifice Scheme
- 25 days holiday
- Flexible working hours
- Hybrid working
- A workplace pension
- Access to Health Assured Employee Services
- A scale-up environment where you'll have a voice in the business as we grow our products and services.
- The chance to make a significant impact on the future of electric vehicle charging

Apply now

Send your CV and a covering letter to people@fuuse.io

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