



Fuuse

**Product Marketing
Executive**
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.

We are looking for a Product Marketing Executive to join our growing team, drive our partner programme and other initiatives, to help push forwards the strategy, vision and objectives of Fuuse.

The successful candidate will liaise between product and internal and external audiences including sales, marketing, customers, and prospects, to translate our product offerings and opportunities into well-defined, go to market plans, marketing materials and documentation. They will work with internal teams to shape user personas and research the market to understand customer and industry trends.

Additionally, they'll work with the wider product team to make sure that new features and enhancements are communicated to the wider business, customers and external stakeholders.

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.

Previous experience working with channel marketing and partner programmes for SaaS products and features would be advantageous.

Ability to analyse competitors, understand customer and business needs, and translate this into coherent requirements that add value to the product offering.

Ability to support product teams in developing users and buyer personas working closely with our UX team.

Experience in market and customer research to learn the competitive environment and interpret customer data.

Strong communication skills to work with marketing to create materials, highlight product features and benefits.



What we offer

- A competitive salary of upto £40,000 depending on experience
- 25 days holiday
- Flexible working hours
- Remote 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.

Apply now

Send your CV and a covering letter to Zara Waters, Head of People and Culture at zara@fuuse.io

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