



Fuuse

**Sales Development
Representative**
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. Fuuse also offers charge point and driver support services, helping our clients to keep charge points operational and commercially viable while protecting their reputation and giving drivers a better charging experience.

Working with a diverse mix of over 300 end clients including SSE, Scottish Power, Arnold Clark, Scottish Ambulance Service, Be.EV, First Bus, 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 80 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 raised a further £6 million from existing investors YFM Equity Partners and our long-term backers Par Equity, as rapid growth continues 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 Sales Development Representative to join the Fuuse Team. The Sales Development Representative (SDR) is responsible for driving pipeline growth through a balanced mix of outbound prospecting and inbound lead qualification. This role focuses on identifying, engaging, and qualifying potential B2B customers using CRM data, sales intelligence tools, and modern outreach strategies enhanced by AI.

The SDR will be the first point of contact for many prospects and plays a critical role in converting Marketing Qualified Leads (MQLs) into Sales Qualified Leads (SQLs), ensuring timely follow-up, and building a strong foundation for the sales team.

Key Responsibilities

Outbound Sales Development

The SDR will proactively generate new business opportunities through targeted outbound outreach, including:

Prospecting & List Building

- Use B2B data and sales intelligence platforms such as HubSpot CRM, LinkedIn Sales Navigator, ZoomInfo, Cognism, and similar tools to identify and research potential prospects.
- Build and maintain targeted prospect lists based on criteria such as industry, company size, and job role.

Cold Calling

- Initiate outbound phone calls to key decision-makers, including C-level and VP-level contacts, to introduce solutions, uncover needs, and pre-qualify opportunities.

Cold Email Campaigns

- Execute personalised, value-driven email outreach campaigns using HubSpot, typically delivered as multi-step sequences over several weeks.
- Optimise messaging and cadence using data and AI-driven insights.

Social Selling

- Engage prospects primarily through LinkedIn by researching accounts, interacting with content, sending personalised connection requests, and building rapport prior to direct sales conversations.

Inbound Lead Management

Inbound leads showing interest in the company's offering are prioritised and handled with urgency:

Marketing Qualified Leads (MQLs)

- Rapidly respond to inbound enquiries from website forms, content downloads, webinar registrations, and demo requests.
- Ensure all MQLs are contacted within agreed SLAs (typically within 30 minutes to 1 business day depending on intent).
- Qualify leads effectively and convert them into SQLs for handover to the sales team.

Website & Content Engagement

- Engage leads generated through content marketing initiatives such as blogs, case studies, videos, and SEO-driven traffic.
- Guide interested prospects through the early stages of the sales funnel.

Webinars & Events

- Follow up with attendees from webinars and online events to qualify interest and progress conversations.

Paid Lead Sources

- Manage and qualify leads generated through paid advertising channels such as Google Ads and LinkedIn Ads.

Skills and Experience

- Proven experience in a Sales Development, Business Development, or Inside Sales role (B2B preferred).
- Strong proficiency with CRM systems, ideally HubSpot.
- Experience using sales intelligence and prospecting tools (e.g. LinkedIn Sales Navigator, ZoomInfo, Cognism).
- Confident communicator with strong cold calling and email outreach skills.
- Highly organised with the ability to manage multiple leads and priorities effectively.
- Data-driven mindset with interest in AI-enhanced sales tools and processes.
- Experience in the EV Sector preferred but not essential



What we offer

- A competitive salary of £30,000 plus commissions
- 25 days holiday
- Flexible working hours
- Hybrid working dependant on location
- A workplace pension
- Company Events
- Access to Health Assured Employee Services
- Access to Octopus EV Salary Sacrifice Scheme
- 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 people@fuuse.io

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