

## Business Development Executive

**Location:** Budapest, Hungary

**Experience Level:** Degree in Business Studies, Marketing, similar fields / or equivalent, English and fluent in a second European language

**Reporting to:** Head of Origination

**Salary:** Competitive

### About Fuse Capital

Fuse Capital breaks the mould of traditional finance and advisory for technology firms. Operating since 2013 with clients in the UK, Europe & Asia, we have helped over 350 clients secure bespoke private debt solutions. Our passion for supporting entrepreneurs and our access to the most innovative private debt funds enables us to help accelerate growth in scaleup businesses.

We pride ourselves on our financial acumen yet are unlike traditional finance people. There are no suits worn in our office, instead, you will meet a team of diverse and young minds looking to connect and collaborate.

Fuse Capital follows a flat hierarchy methodology; everyone's voice is heard and encouraged. We enjoy the flexibility of hybrid working and believe that by bringing the right people together at the right time, our Y-O-Y growth trend will continue, and we will become the dominant player in our chosen market.

### Job Overview

Due to rapid expansion, we are looking to hire a dedicated and experienced Business Development Executive to work with the Origination team. You will be researching businesses, via press, databases and social media to identify new trends, markets and, ultimately, new target clients. You will need to be strategic in your approach, creative with the ability to think outside the box, and proactive to go out into the market and make connections.

As a BDE you'll frequently liaise with marketing and finance, so commercial awareness and good business sense are essential. You will be identifying, qualifying and speaking to new prospects, tracking your leads in or CRM daily, and producing pitches and presentations for clients as they move through our account development process.

This role is ideal for someone who wants to learn about a new finance category in a high growth sector. You are effectively working with a customer base that will likely yield the next Lime, Revolut, or Peloton. This role could be a gateway into a senior sales role or, if numbers are your thing, a route into our Deal Structuring team where we have some top-level Analysts and Investment Managers to mentor you. Whatever your aspirations, if you're dedicated and ambitious, Fuse Capital is an excellent place to build your career.

## **Responsibilities**

### **Market Intelligence**

- Developing in-depth understanding of a geographical patch and target verticals within technology sector
- Creating a calendar for relevant events to attend within your target market
- Researching, reading and collating industry press and periodicals regarding your vertical specialisms

### **CRM & Data (20 – 30% of the role)**

- Ensuring the CRM is your principal origination tool and is kept up to date with clean data
- Data planning through list building, curation and entry
- Ongoing development and maintenance of a complete database of industry-relevant companies within your market

### **Social Media**

- Handling social media pages and presentation duties
- Updating weekly relevant industry news articles on LinkedIn
- LinkedIn and Twitter campaigns

### **Digital Marketing & Content**

- Creation of focused content and branding pieces to effectively communicate, across all channels, the Fuse Capital value proposition to targets
- Supporting the planning and execution of digital marketing campaigns across multiple channels and media
- Periodic market research and report writing

### **Lead Generation & Engagement (50 – 60% of the role)**

- Lead nurturing via targeted marketing relevant to the stage of the sales cycle
- Managing clients from introduction through to issuance of contract
- Maintaining up-to-date records on all opportunities and pipeline on CRM and produce regular MI using reporting tools
- Issuing and ensuring the signature of NDAs
- Ensuring receipt of data required from prospects
- Arranging and tracking follow-up meetings with prospects
- Hand-over of newly signed clients to the deal team
- Lapsed pipeline management through tactical marketing initiatives
- Use of different business intelligence software to accurately gather and define data to CRM & Data
- Assessing ratios and determining what marketing strategy is best to target leads

## KPIs

- Work to a systematic and consistent schedule to ensure KPIs set by the business are met while being prepared to adapt to any change in business priorities
- Work as part of a team to ensure activity and revenue-based targets of the company are met

## **Qualifications & experience**

- Degree in marketing, business administration, or similar
- English and fluent in a second European language (required)
- Some sales experience (desirable)
- Finance/Tech background (desirable)
- Great networking skills
- Excellent written and verbal communication
- Resourceful, with outstanding research skills

Send your CV and cover letter to [jobs@fuse-capital.com](mailto:jobs@fuse-capital.com)