

<https://fintechnordics.com/job/market-analyst-at-enfuce/>

## Market Analyst

### Description

To reach Enfuce's ambitious growth targets and become the World's Number One payment provider, Enfuce needs you to join the team as a new Market Analyst. In your role, you will help the team to reach Enfuce's growth targets by supporting the company in understanding selected target industry segments better and gaining a bigger market share in them.

As you will be working closely with sales and marketing, your input will be vital for Enfuce to win larger deals through providing segment and market inputs for major customer cases. When working in Enfuce, you get to rapidly see the output of your work as you will be in a key role of delivering accurate data to support the definition and implementation of Enfuce's growth strategy.

### Responsibilities

- Supporting the definition and implementation of Enfuce growth strategy through outside-in analysis of target industry segments (market sizing, building sample prospects base, competitor and use case benchmarking)
- Support in target customers analysis (e.g. target customers, attacks on competitor customers)
- Provide data inputs for evaluating different geographies as targets for Enfuce expansion (market sizing, regulatory aspects)
- Continuous competitor monitoring and benchmarking
- Remain up-to-date on market trends by analysing data through quantitative and qualitative research methods
- Provide market reports and recommendations to support senior management in decision-making

### Qualifications

Enfuce's hiring team is looking for a mid-senior and driven person who can drive workstreams, plan and execute quantitative and qualitative analyses independently. However, we strongly believe in collaboration and you will have the support from all the relevant stakeholders in order for you to succeed.

### Your characteristics:

- Relevant experience from conducting market analyses in similar environment e.g. management consultancy, fintech / payment domain or SaaS/scale-up environment
- Demonstrated ability to understand new technologies and new industries
- Proven track record of independently plan and execute both qualitative and quantitative methodologies with ability to suggest initiatives based on findings
- Proven track record of using a wide variety of information sources like databases, analyst reports, competitors, industry reports and newsrooms
- Ability to think strategically, prioritize tasks, execute with attention to detail,

### Hiring organization

Enfuce

Enfuce is a one-stop shop for modern card issuing and payment processing. Founded in 2016, Enfuce has become one of Europe's leading payment processors that delivers cutting edge debit, prepaid, and credit card solutions across Europe and scaling globally, with offices in Finland, Germany, Latvia, Sweden, and the UK. With Enfuce card solutions, traditional banks, neobanks, and fintechs can create next-level payment experiences for their end users now and into the future.

Enfuce has raised a total of €62 million in several funding rounds and been awarded with recognitions like the Visa Fintech Fast Track programme, Mastercard Lighthouse Development Programme, and 2019 PayTech Award for Best Payments solution for Payment Systems in the Cloud.

- and consistently meet deadlines
- Excellent Excel and Powerpoint skills
- Creativity to look for different data sources and to develop alternative analytic approaches

**Employment Type**

Full-time

**Job Location**

Helsinki Metropolitan Area, Finland  
Remote work possible

**Date posted**

December 21, 2022

APPLY