# Business Development Specialist

**We're looking for a Business Development Specialist to help shape the future of business messaging at LINK Mobility - Europe's leading mobile messaging and CPaaS provider.**
At LINK, we power communication that keeps everyday life moving. From flight check-ins and delivery alerts to SMS authentication, WhatsApp support messages, and mobile coupons - chances are you've already interacted with our technology without even knowing it.
We help businesses engage and delight customers through scalable, end-to-end communication solutions.
This is an exciting moment to join LINK. The mobile communications industry is evolving fast, and we're expanding our award-winning CPaaS offerings to match the pace of innovation.

## ABOUT THE ROLE

A key part of the role will be to accelerate the adoption of Viber Business Messages and RCS Business Messaging in Hungary. Our ambition is to help companies move beyond traditional one-way messaging and adopt richer, interactive and two-way customer communication.

## KEY RESPONSIBILITIES

- Sell **Viber, RCS and SMS** solutions to mid-size and enterprise customers
- Proactively identify and acquire new customers and business opportunities
- Develop existing customer relationships and identify cross-sell and upsell opportunities
- Drive the adoption of **Viber and RCS** by identifying new use cases and securing key reference customers
- Demonstrate how **rich content, images, buttons, carousels, conversational messaging and two-way interactions** can improve customer engagement
- Help customers build use cases across marketing, transactional notifications, customer service and conversational communication
- Engage with decision-makers across Marketing, CRM, Digital, IT and Procurement
- Manage the full sales pipeline from lead generation to contract signature
- Prepare customer-specific proposals, presentations and communication concepts
- Work closely with LINK Mobility's local and international product and technical teams

## REQUIRED EXPERIENCE AND SKILLS

- 2 to 3 years of experience in B2B sales or business development
- Is confident engaging with corporate decision-makers
- Is proactive, independent and results-driven
- Can create new business opportunities and develop new markets
- Understands the value of **conversational and rich messaging**, not just message delivery
- Can translate technology into clear business value and customer use cases
- Communicates confidently in both Hungarian and English

## OPTIONAL SUPERPOWERS

- Experience in telecommunications, CPaaS, SaaS, enterprise IT or business messaging
- Previous exposure to SMS, Viber, WhatsApp or RCS.

## WHY JOIN LINK

•A fast-moving, international environment with high autonomy and trust
•Real growth opportunities, mentorship, and learning support
•Access to our **Employee Share Purchase Program (20% discount on LINK stock)**
•The chance to work on products used by millions across Europe
Want to know more about our company culture? Check out our EVP:
**Employee Value Proposition**

## LOCATION

**Budapest, Hungary**

## HOW TO APPLY

Ready to join us? Apply below - we hire when we find the right people

## ABOUT LINK MOBILITY

LINK is publicly listed on the Oslo Stock Exchange. We continue to grow organically with strong recurring revenue as businesses shift toward mobile-first communication.
For more information, you can visit our website: CPaaS Enterprise Communications: SMS, WhatsApp, RCS, Email

## DIVERSITY AND INCLUSION

Every employee matters at LINK. We do not tolerate discrimination of any kind. Diversity fuels our innovation, equity shapes our decisions, and inclusion defines our culture. From leadership to daily interactions, we're committed to creating a fair, respectful, and empowering environment for all.