



Job Description

Job Title:	Account Executive
Responsible to:	Account Manager
Staff reporting:	0
Department:	Income Generation and Communications
Contract:	Permanent – full time
Salary:	£32,682 inc ILWA 20 Great Dover Street, London, SE1 4LX – hybrid 35 hours a week. (Flexible working patterns also considered)
Date updated:	April 2025

Introduction

Our best practice employer forum, Employers for Carers (EfC), works as a department of Carers UK and helps businesses create carer-friendly workplaces. With the change in employment law, now is an exciting time for our forum to grow in size and influence, ultimately helping millions more carers.

We are seeking a new business Account Executive to help grow the membership of Employers for Carers at this exciting time. While this role sits within the Income Generation and Communication directorate, it is not a fundraising role but focuses on selling our Employers for Carers product as earned income. As such, the successful candidate will meet with leading organisations to improve their workplace practices, engaging with HR and D&I teams.

Job Description

Main Responsibilities

New Business

1. Identify and research suitable prospective clients to join the Employers for Carers forum.
- Engage with prospective clients (from initial identification through to outreach and leading introductory meetings).
 - Populate and maintain the prospects database to reflect these updates.
 - Support the development of strategies for obtaining new prospects and to reach more organisations.
 - Manage the new client joining process, including setting up new clients, preparing and sending out welcome packs and arranging onboarding meetings with new clients.

Account Management

2. Advise current Employers for Carers members with strategies to support their working carers

- Work with clients to maximise the adoption and uptake of their digital resources.
- Inform best practice and become a trusted advisor to clients' HR and Diversity & Inclusion teams.
- Administer service renewals by tracking renewal dates, invoicing and updating renewal information.
- Conduct presentations signposting to member resources for carers and managers.
- Keep abreast of latest Diversity and Inclusion & HR trends.

Other communications and administrative support

3. Assist in the development and communication of relevant marketing and promotional material, utilising relevant software such as InDesign or Photoshop.
4. Help produce and manage content for online platforms and media (such as our website, tools to support carers, newsletter, social media, etc).
5. Help organise and attend member events.

General responsibilities

6. Attend staff meetings and Carers UK staff conferences and events as directed.
7. Work at all times in accordance with all policies and procedures of Carers UK including the Equal Opportunities and Confidentiality Policies.
8. To reasonably undertake any other duties as required by the line manager that are commensurate with the level of the post.
9. Comply with the data protection regulations, ensuring that information on members, supporters, employees and volunteers remains confidential.

Person Specification

Skills and Experience

- Demonstrable new business sales, upsell, and cross-sell with the ability to prove consistent delivery against targets.
- Able to deliver excellent customer service; face to face, in writing and by phone. This includes the ability to engage with representatives at all levels of seniority from client and prospective client organisations.
- A good understanding of building business-to-business relationships.

- Confidence in managing databases, ensuring records are kept up to date.
- Ability to work independently and as part of a team, including demonstrable ability to prioritise own workload and work efficiently to tight deadlines.
- Good research skills including the ability to identify key information for stakeholders, and summarise and articulate the key points they need.
- Knowledge of general marketing principles, including use of social media platforms to generate interest and new business.
- Effective presentation and communication skills; able to create and deliver presentations which can convey a range of topics in a clear and concise manner.
- Strong written ability with demonstrated ability to write clearly and persuasively, adapting tone and style to suit different audiences and purposes.
- An understanding of the challenges and issues facing working carers and an ability to relate to and empathise with the needs of individual carers.

Review

This job description gives an outline of the main duties of the post. It does not form part of the contract of employment and may be changed from time to time in consultation with the post holder.

Our Values

Carers are at the heart of everything we do. We are:

- **Attentive**
 - we welcome everyone and are always supportive and ready to help
 - we listen carefully and respond with expertise and understanding.
- **Ambitious**
 - we're courageous and innovative, aiming high and seeking out new ideas and opportunities that take us forward
 - we are always learning and improving, pushing boundaries to increase our impact.
- **Achievers**
 - we are passionate about what we do and tenacious in our pursuit of change
 - we adapt to new challenges and are always striving for excellence
 - we love to collaborate and enjoy working with others to reach our goals.

Diversity and inclusion

Carers UK is committed to being a diverse and truly inclusive organisation. We strive to create a workplace where our colleagues and volunteers can truly be themselves and feel like they belong and constantly seek to ensure all voices are heard. We are committed to fostering an environment and working culture that celebrates and promotes diversity and inclusion.

To embrace this culture of diversity, our employee and volunteer recruitment should reflect our stakeholders and the society that we serve and support, regardless of age, race, gender, sexual orientation, physical abilities, disabilities or religious practices. We value individual diversity and are actively building diverse teams here at Carers UK and value our colleagues from a wide range of backgrounds. We positively and actively welcome applications from everyone.

As a membership charity for carers, we particularly seek employees and volunteers with a real understanding of the issues faced by carers.

Reasonable adjustments can be made to the process and role dependent on the needs of the applicant.

Benefits

We understand what you need from us as an organisation and recognising that, offer you a rewarding role in a truly flexible and supportive working environment with many attractive benefits. We've developed inclusive policies, flexible working arrangements with your wellbeing at the heart of Carers UK.

- A work life balance commitment with flexible working arrangements available in a truly flexible working culture
- A commitment to staff wellbeing including Wellbeing Wednesdays
- 25 days holiday (excluding bank holidays) rising to 28 days with long service
- An additional 3 days leave over Christmas and New Year when the office is closed
- Up to 10 days paid carers leave
- Paid Special Leave
- Organisational sick pay scheme
- Health Cash Plan including free access to a confidential 24-hour advice, information and support helpline; unlimited and confidential GP access; a wellbeing app; cashback to set limits for dental, optical and other health treatments plus retail discounts
- Equality, diversity and inclusion staff networking groups
- 6% contribution to stakeholder pension scheme
- Recognition scheme including a value's winner of the month
- Loans for bikes when you have been with us for 6 months
- Free life insurance cover 2 times your annual salary
- A commitment to staff learning and development including access to a learning management system
- Central London location with excellent transport links and close to Borough Market
- Induction and buddy scheme
- Two paid volunteer days per year

We are proud to be an Employer for Carers and Carer Positive member and a Living Wage Employer. We have signed the 'Happy to Talk Flexible Working' initiative and are committed to building the best possible environment to help carers in the workforce. Carers UK have signed the Menopause Workplace Pledge and have achieved the Disability Confident Commitment.

As a responsible organisation, we have taken a proactive approach to managing our impact by conducting an external eco-audit of the organisation. We already have an environmental and energy policy and together with the audit recommendations which we will be working to implement we will continue to work to manage our impact. We expect all employees to help us achieve our aim of being an environmentally responsible charity.

How to Apply

For an application pack please visit

<https://www.carersuk.org/about-us/working-for-carers-uk>

Please also ensure you have also completed and submitted the personal details form and the diversity monitoring form provided on this site. The information on the form will be treated as confidential and used for statistical purposes only. These forms will not be treated as part of your application.

The closing date for applications is **5pm, Wednesday 18 June**

CV, personal statement and completed monitoring forms should be emailed to recruitment@carersuk.org. Please send in your application as soon as possible. Carers UK reserves the right to appoint at any stage, should an outstanding candidate emerge.