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Job Description

Job Title: Account Executive

Responsible to: Head of Client Services

Staff reporting: 0

Department: Income Generation and Communications

Contract: Permanent – Full time

Salary: £32,682 (including ILWA)

Location: 20 Great Dover Street, London, SE1 4LX – hybrid working

Date updated: September 2025

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## Introduction

Carers UK is the leading national charity for unpaid carers. Our support, advice, information and campaigning work are needed now more than ever, as unpaid carers are providing more care, adversely impacting on their own health and wellbeing.

With the Carers Leave Act now a statutory requirement for all employers to support unpaid carers by giving five days unpaid carers leave, this is a pivotal time for working carers to receive the right support to remain in work.

We are seeking an Account Executive to grow and retain the membership of Employers for Carers at this exciting time. This is an income generating role as part of Carers UK earned income stream and sits within the Income Generation and Communication directorate. You will focus on upselling our Employers for Carers product as earned income and account manage existing clients.

# Job Description

## Main Responsibilities

* Work with the Head of Client Services and Director to develop and deliver the new business strategy for growth of the Employers for Carers membership
* Through research identify prospective new members for Employers for Carers programme
* Make appropriate approaches to businesses in order to secure new business meetings
* Deliver high quality pitches, both to individual organisations and groups of prospective clients – both face to face and virtually
* Work with the EfC team to ensure cross team knowledge sharing
* Collaborate across all Carers UK’s departments to ensure consistent messaging and product development
* Work with the Communications team to market proposition, and deliver engaging communications
* Keep up to date with developments within the equality and diversity space
* Attend industry events to increase understanding, and network
* Work with colleagues to ensure smooth onboarding of new members, including setting up new clients on the system, preparing and sending out welcome packs and arranging introductory meetings
* Where appropriate work with other business development executives to ‘hand over’ new business once secured
* If retaining some key clients, it will be necessary to take ownership of all aspects of client retention including renewals and prompt payment of invoices
* Ensure the database is fully utilised, and all information accurately recorded
* Attend Employers for Carers events

## General responsibilities

* Attend staff meetings and Carers UK staff conferences and events as directed.
* Work at all times in accordance with all policies and procedures of Carers UK including the Equal Opportunities and Confidentiality Policies.
* Reasonably undertake any other duties as required by the line manager that are commensurate with the level of the post.
* Comply with the data protection regulations, ensuring that information on members, supporters, employees and volunteers remains confidential.
* Willing to travel around the UK to attend business meetings (usually within business hours).
* Understanding of and commitment to equal opportunities.

**Person Specification**

## Essential

Skills and Experience

* Able to deliver excellent customer service, face to face, in writing and by phone.
* Good customer relationship skills and communication skills, including the ability to engage with representatives from client and prospective client organisations at all levels.
* A good understanding of building corporate 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.
* Demonstrable ability to work effectively and efficiently to tight deadlines.
* Good knowledge of IT packages and systems, including word processing packages, excel and databases.
* Good research skills including the ability to identify update and report information.
* Good administrative skills including the ability to plan, organise and implement activities.
* Good time management skills, including the ability to plan relevant activities and implement them.
* Willing to travel around the UK to attend business meetings (usually within business hours).
* Understanding of and commitment to equal opportunities.

## Desirable

* Website/online content management systems (CMS), photo-editing (Photoshop, InDesign).
* An informed appreciation of the challenges and issues facing unpaid 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 becoming 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.

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.

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.

**Terms of Appointment**

**Salary**: £32,682 (including ILWA)

**Contract:** Permanent – Full time

**Location:** 20, Great Dover Street, London SE1 4LX (hybrid working)

**Hours:** 35 hours a week

**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 and hybrid working culture
* 25 days holiday (plus bank holidays) rising to 28 days with long service
* An additional 3 days paid leave over Christmas and New Year when the office is closed
* Up to 10 days paid carers leave
* A free Health Cash Plan with cashback to set limits for dental, optical and other health treatments; 24 hour access to the advice and information support line; 24 hour access to the GP doctorline; retail restaurant and gym discounts plus access to the wellbeing app Wisdom
* Recognition scheme including a value’s winner of the month
* 6% employer contribution to stakeholder pension scheme
* Wellbeing Wednesdays
* Employee Equality, Diversity and Networking Groups, championed by our Senior Management Team
* Loans for bikes when you have been with us for 6 months
* Organisational sick pay scheme plus Special Leave
* Free life insurance cover 2 times your annual salary
* Central London location with excellent transport links, beautiful views of London and close to Borough Market
* Socials such as weekly quizzes and ad hoc events
* A commitment to staff learning and development
* Two paid volunteer days per year
* Family friendly inclusive policies

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.

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 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.

Your CV, personal statement of no more than one side of A4 and completed monitoring form 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.

Carers UK anonymises all applications prior to shortlisting.

Carers UK are actively interviewing as we receive applications.

Carers UK may carry out online and social media checks before a formal offer is made