

# Business and Account Manager

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## Job description

<b>Location</b>	Westminster, London (with flexibility to work from home)
<b>Contract type</b>	Full time, permanent
<b>Salary</b>	£40,000 - £60,000
<b>Closing date</b>	Rolling recruitment
<b>How to apply</b>	Please send a CV and cover letter to <a href="mailto:jobs@policyinpractice.co.uk">jobs@policyinpractice.co.uk</a>

## About the role

We're looking for a highly capable, motivated, and public service oriented Business and Account Manager to join our growing national sales team at Policy in Practice. If you have a proven track record in a similar or related sector, along with a passion for driving meaningful change, this is an opportunity to make a real impact.

As a core member of our sales team, you will own the sales cycle from start to finish, working primarily with local authorities, housing associations, and other third-sector and private-sector organisations such as charities and debt and finance organisations.

You'll engage with decision-makers at Head of Service and Chief Executive level, as well as team leaders and frontline advisors, to understand their needs and demonstrate how our Low Income Family Tracker (LIFT) platform, Better Off Calculator, and Multi-Agency Safeguarding Tracker (MAST) can help their residents or customers.

Reporting to the Commercial Director, you'll collaborate closely with a team of social policy experts, data analysts, software developers, and marketing colleagues to deliver outstanding service and ensure clients are delighted with our products and solutions. Your focus will be to build and nurture long-term client relationships, drive sales growth, and exceed targets.

## Job description

As a Business and Account Manager, you will play a key role in driving sales and achieving targets by selling Policy in Practice's four core products:

- Low-Income Family Tracker (LIFT)
- Better Off Calculator
- Multi-Agency Safeguarding Tracker (MAST)
- Council Tax Support scheme modelling

Your primary target clients will be local authorities, housing associations, and Citizens Advice offices, with secondary targets in third-sector and private-sector organisations as advised.

You will be responsible for managing the entire sales cycle, which varies between three to twelve months, ensuring consistent achievement of monthly sales targets. Additionally, you will focus on client retention and renewals, while identifying relevant upsell opportunities to maximise long-term value.

Success in this role will require:

- Proactive relationship management, cultivating long-term partnerships with clients.
- Strong prospecting skills, including a minimum of five unique effective sales calls per day to build your pipeline.
- Handling objections with confidence, developing and refining sales scripts and processes that can be shared with the wider sales team.
- A consultative sales approach, identifying client pain points and aligning our solutions through insightful questioning and critical listening.

While you'll be part of a wider collaborative team, this role requires a high degree of autonomy. You will report directly to the Commercial Director, ensuring structured oversight, clear accountability, and effective reporting. Strong organisation, record-keeping, and time management will be essential.

This role can be performed from our Westminster head office, though client site visits will be required as appropriate.

## The ideal candidate

### Essential skills and experience

- Successfully developed new markets through proactive prospecting (minimum five unique effective calls per day).
- Built a sales pipeline from scratch (not reliant on referrals or junior sales staff).
- Maintained high conversion rates at each stage of the sales process.

This will have led to:

- Consistently delivering 3-4 meetings per week
- Achieving a 95% client retention rate for accounts managed end-to-end
- Maintaining a strong cold-to-sale conversion rate
- Earning promotion to a top sales role

### Desirable skills and experience

- Managed long sales cycles (3-12 months).
- Sold into the UK public sector.
- Worked remotely or in a field-based sales role.
- Owned and managed their own sales region.

Preferred evidence of success

- A 33% upsell rate on existing clients.
- Successfully opened a new sales territory.
- Demonstrated success across multiple sectors, products, or public sector sales.

## About Policy in Practice

Policy in Practice believes data and technology have the ability to empower people and change lives. Our goal is to be the single point of access for all people on means tested benefits, and enable effective public services through citizen centred services.

We aim to reach as many households as possible across the UK. We will do this via growth of existing products in public and private sector organisations, and through expansion into new markets.

Policy in Practice is at a pivotal point as we continue to move from start up to scale up. We have invested in our capability, and development has moved from ideas to prototypes and in some cases to production.

## Policy in Practice's vision and mission

### Vision

We believe data and technology have the ability to empower people and change lives.

### Mission

Empower people via proactive, integrated support.

We will help more people to live better lives using our expertise in social policy, data and technology.

We are transforming the way society supports low income families through citizen centred approaches. We focus on improving how all policy areas, sectors and journeys combined can have an impact on people and their outcomes.

### Values

#### Purposeful and passionate

- We push for opportunities to improve, not just for our clients or for ourselves, but also for the people who need our help.
- We take responsibility. Details Matter. We have a genuine passion to help people, with a willingness to take action.

## Insightful and impactful

- We go beyond straightforward analysis to get to the 'So What?', driving our policy insight and services to deliver impact.
- We think deeply and communicate simply in a way that helps people make the right decisions.

## Respectful and supportive

- We are willing to discuss and debate openly, listening to both sides and relying on evidence and strong relationships to reach shared positions.
- We have each other's back.

## Why work here?

- Working in a thought-leading organisation where you can empower people and change lives.
- Flexible working arrangements with hybrid and remote working available
- Opportunities for quick career progression
- Policy in Practice colleagues say:

*"Everyone is lovely and we do such impactful work. There is a very caring employee culture, and a drive to share expertise."*

*"I appreciate how our work helps shape policies and the supportive team environment here encourages everyone to grow. Flexible working options make it easier to balance life and work and our inclusive culture makes this a welcoming place to be."*

*"The work is extremely meaningful and translates directly into tangible benefits."*

## How to apply

Please send your CV with a cover letter that clearly outlines your suitability and your interest in the post to [jobs@policyinpractice.co.uk](mailto:jobs@policyinpractice.co.uk) as soon as possible.