

Job description

Commercial Account Executive– Full time

Reports to:	Head of Account Management and Sales
Based at:	Coeliac UK Head Office, High Wycombe with the possibility to regularly work from home by prior agreement with your line manager
Salary grade table:	Commercial (CO4), £32-£36k based on experience
Hours:	35 hours per week.
Holiday:	36 days a year including Bank Holidays
Line management:	None
The role:	Retail & Foodservice sector

Work with leading global brands. Build lasting partnerships. Make a genuine impact.

At Coeliac UK, we're seeking an accomplished Commercial Account Executive to manage our portfolio of Crossed Grain and Gluten Free Accreditation partners.

In this role, you'll nurture strategic relationships with food producers, manufacturers and hospitality groups, helping them deliver safe, trusted gluten free options for consumers. You'll identify opportunities to expand existing accounts and develop partnerships, driving sustainable commercial growth that funds our charitable mission — improving the lives of people with coeliac disease and supporting research towards a cure.

You'll join a respected organisation with over 50 years of expertise, recognised globally as the authority on coeliac disease and gluten free living. We're investing in innovation, digital transformation and new ways of working — and we're looking for a commercially minded professional who can combine business insight with purpose-driven impact.

If you excel at account management and build high-value partnerships, this is an opportunity to do work that truly matters.

If you would like to be considered as our Commercial Account Executive, please apply now with your CV and Cover letter. We'd love to hear from you.

Key responsibilities

The Commercial Account Executive is responsible for managing key client relationships, driving revenue growth, and ensuring exceptional service delivery. This role focuses on account management, upselling, and strategic planning to achieve commercial objectives.

- Manage and grow assigned GFA and CGT client accounts to achieve revenue targets.
- Develop and execute account plans, including cross-sell and upsell strategies, including the training courses as part of the Gluten Free Academy.
- Build strong, long-term relationships with key stakeholders.
- Understand the needs of your customers and be able to respond effectively with a plan of how to meet these.
- Identify new business opportunities within existing accounts.
- Finalise contracts and ensure timely renewals and payments with the help of the category offices.
- Leverage CRM tools to manage pipeline and track performance.
- Collaborate with internal teams to deliver client solutions effectively.
- Think strategically - seeing the bigger picture and setting aims and objectives to develop and improve the business and carrying out necessary planning in order to implement operational changes.
- Contributing to the development of new opportunities that could be of interest to commercial partners.

Knowledge, skills and experience

The ideal candidate should demonstrate the following:

- Proven experience in account management and sales.
- Results driven with a strong sales/customer service background.
- Strong negotiation and relationship-building skills.
- Ability to manage multiple accounts and priorities.
- Excellent communication and presentation skills.
- Proficiency in CRM systems and Microsoft Office Suite.
- Analytical mindset with financial acumen.

Competencies

This job description is not intended to be an exhaustive list of duties to be performed by the employee. This job description may be altered to reflect the needs of the charity.

COMMERCIAL	
Grade C04	
1: General Profile	
	Fully competent in own product area
	Develops client interface and co-ordinates annual plan
	May coordinate activities of a team
	Likely to be involved in marketing strategies
2: Technical Expertise	
Building & maintaining	Demonstrates depth/breadth of knowledge/skills and techniques
Applying & anticipating	Applies knowledge/skills through handling complex problems and/or co-ordinating work which may extend beyond own area of expertise; shares expertise with colleagues and other work groups
3: Client/Organisation Orientation	
Client response	Anticipates client needs, investigates underlying causes and identifies short and longer term solutions
Organisation understanding	Interprets internal/external organisation issues; makes changes to own and other's work to meet these
Costs	Manages costs for own projects
4: Creating & Delivering Solutions	
Problem solving	Anticipates patterns and links; looks beyond the immediate problem to the wider implications; takes a new perspective on existing solutions to complex problems
Planning & organising	Manages own time and that of others; develops annual plan for own area in line with strategy developed elsewhere; including forecasting/organising for resource requirements
5: Working Relationships	
Communicating, negotiating & influencing	Explains/presents highly complex ideas; anticipates potential objections and prepares case accordingly
Teamwork, coaching & guiding	Acts as a facilitator and mentor; moves the team forward; may be an informal team leader
Networking	Creates networks internally and externally within and outside own area
6: Other	