



Senior Account Officer

Job Description

Job Title: Senior Account Officer

Reporting to: Senior Business Development Manager

Department: Income and Partnerships

Hours: 1FTE (37.5 hours a week)

Salary: £32,950 pro rata

Contract: Fixed term -18 months- with scope for extension subject to funding

Location: Remote (UK based -with occasional travel 2-3 times a year)

About nurtureuk

Nutureuk is the charity behind the movement to make nurture the norm and be at the heart of education. For many years we have helped schools remove the social and emotional barriers that stop children learning and limit their life chances, through a whole-school approach that makes sure every child can access education.

The need has never been greater. Amid a school attendance crisis, rising exclusion and widely misunderstood behaviour, more children than ever are being shut out of education before they have had a fair chance. We exist to change that, at scale. Through the Boxall Profile® and a growing range of tools, training and support, we give schools the evidence and methods to understand every child and help them flourish.

We are ambitious about our impact and honest about our performance. We think like a mission-driven organisation that measures what works, changes what does not and expects a lot of itself, because the children and young people we are here for deserve nothing less.

Role Overview

We are looking for a Senior Account Officer to make sure Multi-Academy Trusts and school groups who choose the Boxall Profile® Online and our training become the ones who rely on it, renew it and grow with us. Reporting to the Senior Business Development Manager, you will own the onboarding, engagement and renewal journey for our

changing portfolio of Boxall Profile® Online contracts: winning renewals, helping customers get real value from their data, and spotting opportunities to support and upsell customers with added value offers.

The Boxall Profile® Online, our EdTech SaaS tool, is growing fast, particularly among Multi-Academy Trusts and group customers, and it now makes up a significant and growing proportion of our portfolio of contracts and income. That growth has created this role. Each of those contracts is a group of schools and hundreds (or thousands!) of children. When a Trust uses the tool well, more children are understood and supported. When it sits unused, children miss out and we lose the customer at renewal. This role will own the customer journey end to end whilst ensuring our mission to support children and young people continues.

You will be the main point of contact for these customers, so you will know every account, what each one needs, and what needs doing next. You will work closely with the Senior Business Development Officer, the Senior Business Development Manager and a complementary Boxall Profile® Online sales and marketing role in the Products & Services department. This is a role for someone who likes building relationships with senior leaders, is not afraid of a renewal target, and cares about the difference the work makes. The income you protect and grow also helps fund our wider work with schools. We are ambitious about our impact and we take our work seriously, keeping our charitable mission at the heart of everything we do.

About the role

Main duties

The elements listed below are not intended to be an exhaustive detail of all duties and responsibilities. You will be expected to carry out any other reasonable duties that are consistent with the competency level, skills, expectations and requirements of the role.

Winning renewals and growing accounts

- Lead our renewal activity so that more Trusts and school groups choose to stay, including campaigns to groups moving on from our other funded programmes, and meet agreed renewal targets
- Spot the Trusts and groups ready to do more with us and help them take the next step, such as moving from Boxall Profile® Online towards trust-wide National Nurturing Schools Programme (NNSP) training, working closely with the wider Income Generation team
- Host demo calls for MATs, local authorities and groups of schools that are open, helpful conversations about what the tool can do for their children, not a hard sell
- Follow up non-payments and lapsed subscriptions sensitively but effectively, working with Finance and Products & Services to resolve them quickly

Helping Trusts and groups get started and stay

- Guide new customers through onboarding so they feel confident from day one, taking responsibility for setting up subscriptions and group accounts and encouraging use of key functionality from the outset
- Be the main point of contact for MAT, and group customers, resolving day-to-day user issues quickly so small problems do not become reasons to leave
- Build strong relationships with Trust senior leaders, sharing engagement data and delivering sessions that improve how the tool is used
- Own delivery of our service level agreements, making sure both nurtureuk and our customers meet their contractual obligations

Knowing the portfolio and acting early

- Keep a clear, current picture of usage, engagement, adoption and progress against targets across our small and medium contracts, and share it regularly with colleagues
- Identify and manage risk across the portfolio, stepping in early when an account is disengaged, well before renewal is at risk
- Help customers make sense of their own data and use it to improve outcomes for children, including recommending relevant training or consultancy as a next step in their nurture journey

Making the Boxall Profile® Online better for groups

- Lead continuous improvement of the Boxall Profile® Online offer for MAT, group and flexible accounts, working with the Products & Services team
- Gather customer feedback and pass it to the Product Manager so that what we hear from Trusts shapes what we build next

How we work: what high performance looks like

High performance at nurtureuk is not only about what you deliver, it is about how you deliver it. Everyone here is supported and assessed through our Performance and Development Framework, which is built around three things:

- **Deliver:** meaningful outcomes and achieved objectives, problems solved and services improved, with commercial awareness and good use of resources
- **Develop:** continuous learning, seeking feedback, reflecting on experience, testing new ideas, learning from mistakes and building new skills and digital confidence
- **Contribute:** taking ownership, working collaboratively and building relationships across teams, sharing knowledge and role-modelling our behaviours

Whatever your role, these are the things we recruit for and the things we will help you grow.

Person specification

We know that no one arrives meeting every criterion, and we are more interested in the right person than a perfect list. A genuine commitment to our mission is a given. On top of that, we focus strongly on demonstrable capability.

Category	Essential	Desirable
Professional/educational qualifications	A professional with proven experience in the area of work outlined above	
Experience	• Account management, customer success or relationship-based sales experience • Experience of working towards renewal, retention or income targets • Confident use of CRM, subscription or billing systems and reporting tools • An understanding of school and MAT structures, or a demonstrable ability to get up to speed quickly	• Experience in the education, EdTech or not-for-profit sector • Experience with Salesforce specifically • Familiarity with the Boxall Profile® Online or similar assessment tools
Deliver	• Evidence of delivering meaningful outcomes and meeting objectives or targets;	• Experience of managing a portfolio of small and medium-value subscription contracts

	• A commercial, resourceful mindset and good use of resources; • Strong problem-solving and attention to detail; • An understanding of how their work affects wider organisational goals • The organisation and resilience to manage a renewal pipeline and prioritise across a varied caseload of accounts, issues and deadlines • Confidence interpreting data and presenting it clearly to non-technical audiences	• Experience of upselling or growing existing accounts
Develop	• Learns continuously and applies it; • Actively seeks feedback and reflects on experience; • Tests ideas, iterates and improves; open to change; learns from mistakes and is willing to build digital confidence and capability	• Interest in learning about the Boxall Profile®, nurture and our wider training offer
Contribute	• Takes ownership; • Works collaboratively and builds relationships across teams; • Shares knowledge and supports colleagues;	• Experience working alongside finance, product or sales colleagues to resolve customer issues

	• Contributes to organisational priorities; • Role-models our values, with a genuine commitment to improving the lives of children and young people • The confidence to build credible relationships with Trust leaders and senior stakeholders • Clear written and verbal communication, adaptable to different audiences, including delivering workshops or training	
Other	Right to work in the UK Safeguarding awareness Data protection awareness A commitment to ongoing CPD to develop within the role and organisation	Up-to-date DBS (on the update service)

What it's like working at nurtureuk

We are a small charity with a big impact and great benefits. We want ambitious people to join us, and we work hard to give a lot back. In the same way we ask schools to be a safe base for children and young people, we want nurtureuk to be one for the people who work here.

- **You will shape things, not just slot into them.** We are a fairly flat organisation, so from your first few weeks you will work directly with our senior team, including the CEO, with real influence over how things are done.
- **We want you to keep growing.** Everyone has a **£500 learning budget** and **LinkedIn Learning** is on us, to spend on getting better at what you do or on something you've always meant to learn. We would genuinely rather help you grow than watch you stand still.
- **We want you to actually rest.** You start with 25 days off and earn more for every year you are here, up to 30 days. We think no one should have to use their own leave for Christmas or their birthday, so those come free on top (we close between Christmas and New Year). We have been fully remote for years, so we trust you to manage your time around your family and your life, not just work.
- **Nurture applies to us too.** We have a supportive culture inside our own team so we practice what we preach. We assume the best of each other, and we care how you are, not only what you produce.
- **Work that reaches real children.** What you do here helps schools understand and support the children who need it most. In this role, every Trust you help to embed the Boxall Profile® Online means many more children being seen and supported, and the renewals you secure help fund our wider work with schools.
- **A portfolio that is yours to own.** This is a brand-new role. There is no existing playbook for how we look after our growing group customers, so you will have the chance to build it: how we onboard, how we spot risk, how we turn a first-year customer into a long-term partner. If you like the idea of owning a whole customer journey and seeing the results of your work in renewal figures, this is a real opportunity.

This role suits someone with curiosity and collaboration in abundance. As a small charity, you might sometimes wear several hats and we won't have the resources of a larger organisation. If you like variety and the chance to shape things, that is a real plus. If you want deep specialism and lots of structure, we may not be the right place for you.

Equal opportunities

Nurtureuk is committed to being an equal opportunities employer. We welcome applications from people of all backgrounds and life experiences. We particularly welcome applications from trans, non-binary or gender-fluid people, and candidates from Black, Asian and other minority ethnic backgrounds, who are currently under-represented in our team. If you have the right skills for this role, we want to hear from you.

How to apply

We have kept our application simple and fair. Rather than a long covering letter, please send us your CV and your answers to the questions below. We'd suggest around 250-300 words per answer.

1. **Deliver:** Tell us about a time you met or beat a renewal, retention or income target, or turned around an account that was at risk of leaving. What did you do, and what was the result?
2. **Develop:** Tell us about a time you noticed something in how you managed customers or accounts that wasn't working, and changed it. What prompted you, what did you try, and what did you learn?
3. **Contribute:** Tell us about a time you worked with colleagues in other teams to resolve a problem for a customer. What was your role, and how did you make it work?
4. **Why nurtureuk:** Why us, and why this role? What makes us a good fit for you, and you for us?

We understand the value of AI tools and recognise that they can be helpful in supporting people with their writing. However, at nurtureuk, creativity and original thinking really matter to us. We want to hear your voice, ideas and experiences, and understand what you would uniquely bring to the role. This is what will make your application stand out.

Apply by Midday 2nd November.

If you are successful at the application stage, you will be invited to a remote interview which will be around 1 hour long and will include a 15 minute task, followed by 40-45mins of structured interview questions.

Interviews will take place week commencing 16th November.

If you need any adjustments at any stage, just email annette@nurtureuk.org.