



# ACCOUNT EXECUTIVE (SALES AND COMMERCIAL DEVELOPMENT) - FIXED TERM TO MARCH 2028

Collaboration | Empowerment | Innovation | Integrity | Passion

**CHANGEW<sup>ORKS</sup>.**



Collaboration,  
empowerment,  
innovation, integrity  
and passion are the  
values which shape  
our behaviours  
and actions.



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Dear Applicant,

Thank you for your interest in the role of Account Executive (Sales and Commercial Development) at Changeworks. This is an exciting opportunity to join us at a pivotal time as we continue to expand our impact and strengthen the services that support Scotland's transition to net zero.

Changeworks has been a leading organisation in low-carbon living for over 35 years. We work with households, landlords, and organisations across Scotland to reduce carbon emissions and tackle fuel poverty. As our services grow, so too does the need to build new relationships, secure opportunities, and maximise the reach and impact of our work.

This new role has been created to do exactly that.

As our Account Executive, you will take the lead in identifying, engaging, and converting new business opportunities for one of our flagship services. You will help us expand our B2B client base, develop strong partnerships and achieve income targets through sales.

Initially your focus will be on a new service designed to help employers support their staff to take steps towards better energy efficiency in the home.

More broadly, you'll be part of a team identifying and developing new commercial opportunities that increase our impact and grow our income.

We are looking for someone who brings initiative, drive, and a genuine commitment to achieving meaningful outcomes. If you thrive when working towards targets, enjoy creating new relationships, and want to apply your skills to create positive environmental and social impact, we would be delighted to receive your application.

Thank you again for your interest in joining Changeworks. I look forward to learning more about what you can bring to this role.

Kind regards,

Morven Masterton  
Head of Community Engagement and Energy Advice Services

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## The application process

<b>Application deadline</b>	11am, Sunday 1 March 2026
<b>Interview date</b>	Week commencing 9 March 2026
<b>Interview location</b>	In person, Edinburgh Office or Online via Microsoft Teams
<b>Interview format and length</b>	1-hour formal interview

## Contact details

<b>General enquiries about this job</b>	Reception 0131 555 4010
<b>For an informal discussion about this job</b>	Roddy Hamilton at <a href="mailto:rhamilton@changeworks.org.uk">rhamilton@changeworks.org.uk</a> or Morven Masterton at <a href="mailto:mmasterton@changeworks.org.uk">mmasterton@changeworks.org.uk</a>

<b>Job title</b>	Account Executive (Sales and Commercial Development)
<b>Job reference</b>	AE
<b>Salary and grade</b>	A7 point 27 to 30 (£32,269 - £35,728 per annum, pro rata) + 8% employer pension contribution. <b>Successful candidates will start at the bottom of the salary scale, save in exceptional circumstances.</b>
<b>Location of job</b>	Edinburgh / Hybrid with occasional travel Scotland/UK
<b>Hours and terms</b>	28-35 hours per week (to be agreed with successful candidate) Fixed Term to March 2028
<b>Holiday terms</b>	26 days + 9 public holidays per annum, pro rata

## General terms and conditions

- You will need to undergo a Disclosure Scotland check depending on the requirements of the post. Depending on the nature of any convictions that may be disclosed, Changeworks reserves the right to terminate employment with or without notice.
- All of the responsibilities outlined below will be reviewed and modified as necessary through consultation with line managers.

## Responsible to

To be confirmed

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Responsible for

N/A

<b>Purpose of the job</b>	<p>The Account Executive will drive revenue growth by identifying, engaging, and converting new business opportunities for Changeworks' services and solutions.</p> <p>This role is pivotal in expanding our client base, particularly in new sectors and regions, building effective relationships, and supporting the organisation's mission to tackle climate change by decarbonising Scotland homes.</p> <p>The focus of the role is to maximise income from an existing contract via event sales (promotion and bookings) and to help identify new approaches and opportunities to secure partners.</p>
<b>Main objectives and goals</b>	<ol style="list-style-type: none"> <li>1. Lead Generation &amp; Prospecting</li> <li>2. Sales Engagement</li> <li>3. Support sales and commercial development/skills internally</li> <li>4. Account Management</li> <li>5. Reporting &amp; CRM</li> </ol>

## 1. Lead Generation & Prospecting

- Work within a small team to develop, deliver and achieve sales plans and campaigns
- Market research - identify potential clients across relevant sectors as directed
- Develop and maintain a pipeline of qualified leads
- Research, track, maintain and update leads
- Conduct client research
- Research and maintain lead generation database using Changeworks' CRM (Microsoft)

## 2. Sales Engagement

- Conduct outreach via calls, emails, and networking to promote Changeworks' services.
- Present tailored client solutions and coordinate the sales cycle from contact to close.
- Work closely with colleagues to align sales activity with operational availability/deliverability
- Develop a strong knowledge of our services in order to facilitate the sales process.
- Support internal colleagues to engage effectively with external partners, ensuring consistent and professional representation of Changeworks'
- Consistently achieve sales targets for the relevant business areas / products.
- Represent Changeworks, prepare presentations and pitches for existing and new clients, partners and funders.

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### 3. Support sales and commercial development/skills internally

- Share learning, insights, and examples of good practice to support development of both colleagues and products
- Deliver or support briefings, training sessions, or guidance materials focused on continuous improvement
- Respond to internal queries related to sales systems, processes, and engagement approaches.

### 4. Account Management

- Collaborate with internal teams to deliver seamless onboarding and service delivery.
- Participate in meetings, partnership forums and networking events to strengthen collaboration and shared understanding.
- Organise briefing meetings and attend events to support client relationships and build own learning.
- Work with internal teams to understand partnership needs and priorities, and ensure these are reflected in external engagement.

### 5. Reporting & CRM

- Maintain accurate records in Changeworks' CRM system.
- Utilise Changeworks systems and software to track, coordinate and communicate plans, progress and deliverables.
- Provide regular updates on sales performance and pipeline progress.
- Make recommendations and implement changes as necessary based on evidence and intelligence.
- Provide accurate and timely information to management including performance reports and presentations.
- Support training and development on sales CRM recording.

#### Key contacts

- Other Changeworks Directorates and teams
- Private sector
- Public sector
- Third sector
- Other project stakeholders

**Mandatory training/qualifications associated with this role which will be carried out during employment.**

- None

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## Person specification

	Essential	Desirable
<b>Experience</b>		
Minimum 2 years experience with proven expertise in a business development or sales role	*	
Experience of achieving targets across multiple projects simultaneously and meeting deadlines		*
Experience of using systems or databases to record, manage, and report on stakeholder or partnership	*	
Experience of working collaboratively with internal teams across an organisation		*
Experience supporting or coordinating external events or engagement activities.		*
<b>Skills</b>		
Proven experience in sales or business development	*	
Strong relationship-building and stakeholder management skills		*
Excellent communication skills (written, verbal, and presentation)		*
Strong organisational and project management skills	*	
Ability to negotiate, influence, and collaborate effectively		*
First class organisational skills and proven ability to manage own time, including priority setting, multi-tasking and problem solving	*	
Familiarity with CRM systems and sales reporting.	*	
Excellent IT skills including MS Word and Excel	*	
<b>Knowledge</b>		
Understanding of partnership development and stakeholder engagement best practice		*
Good and up-to-date understanding of sustainable energy, climate change and fuel-poverty issues.		*

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Personal qualities and attributes		
Enthusiastic and self-motivated	*	
Ability to work to deadlines		*
Can do attitude with a positive problem solving approach		*
High personal standards with a mature and responsible attitude to work		*
Demonstrable alignment with Changeworks' values		*

## Staff Expectations of Management Experience

The post holder should expect and be open to

- Effective leadership
- A positive, honest and enthusiastic working environment
- Being empowered to effectively achieve objectives and goals within your role
- To be treated fairly and with respect
- Regular and appropriate feedback through 1-2-1 meetings and annual appraisal and associated processes.
- Having the opportunity to feedback to manager regularly and through the annual 360 process
- Adhering to all appropriate Changeworks policies to ensure consistency and fairness and health and safety of you and your colleagues

## Complexity

The post holder must be able to:

- Demonstrate flexibility and versatility
- Meet the needs of a broad range of clients
- Work independently as part of a small delivery team

## Creativity

### The post holder will be required to:

- Work with colleagues to develop new ideas and new ways of working
- Ability to solve practical problems creatively, particularly when improving sales processes, or ways of working.
- Ability to adapt existing tools, processes, or guidance to better meet organisational and partner needs.
- Respond positively to other's input and challenge, seeking to create the optimal solution.

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## Special conditions

- Some out-of-hours, overnight stays and weekend working will be required, for which time off in lieu will be given

## Key contacts

- Other Changeworks Directorates and teams
- Private sector
- Public sector
- Third sector
- Other project stakeholders

# WHO WE ARE

**Changeworks has been leading the way in delivering high impact solutions for lowcarbon living for over 35 years. We work with government, local authorities, housing associations, businesses, community groups and individuals to make it happen.**

We work for a positive low-carbon reality for everyone, ensuring a just transition for all towards a green economy and society. This will require a sustainable low-carbon society that seeks to reduce the scourge of fuel poverty. Tackling inequalities is core to this mission, as is addressing high levels of emissions among the most well off.

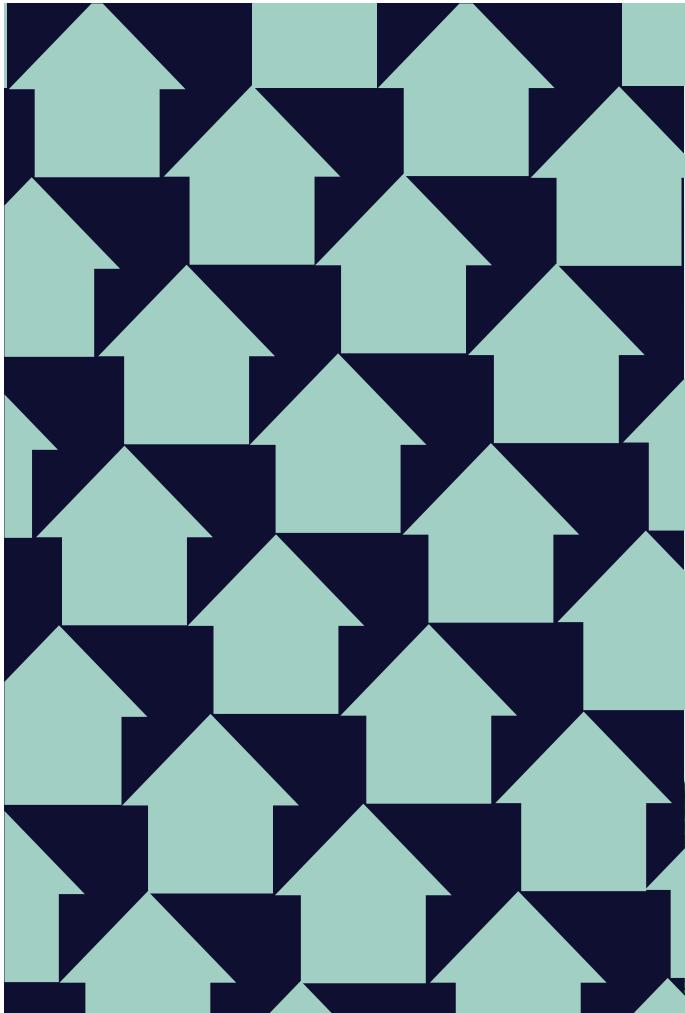
While we believe that individual actions to reduce emissions do make a difference, this action must be dramatically and radically scaled up to avert disaster in the time we have left.

Our commitment to a just transition ensures that we are developing and delivering solutions to benefit all sectors of society, including a focus on those who are suffering from fuel poverty.

We have a strong track record of:

- ▶ Working in partnership with others
- ▶ Building trust and engagement with communities to inspire action
- ▶ Researching and piloting new services
- ▶ Scaling delivery to reach more people
- ▶ Openly sharing our knowledge and expertise
- ▶ Technical and practical experience in the development and delivery of home decarbonisation

Collaboration, empowerment, innovation, integrity and passion are the values which shape our behaviours and actions.



Bruce Wares  
Marketing Manager  
**Home Energy Scotland**  
13 years at Changeworks

**“Changeworks is large enough to make a real, lasting impact on thousands of people and the communities and organisations we work with across Scotland. ”**



[Read more about Bruce](#)

# OUR PEOPLE

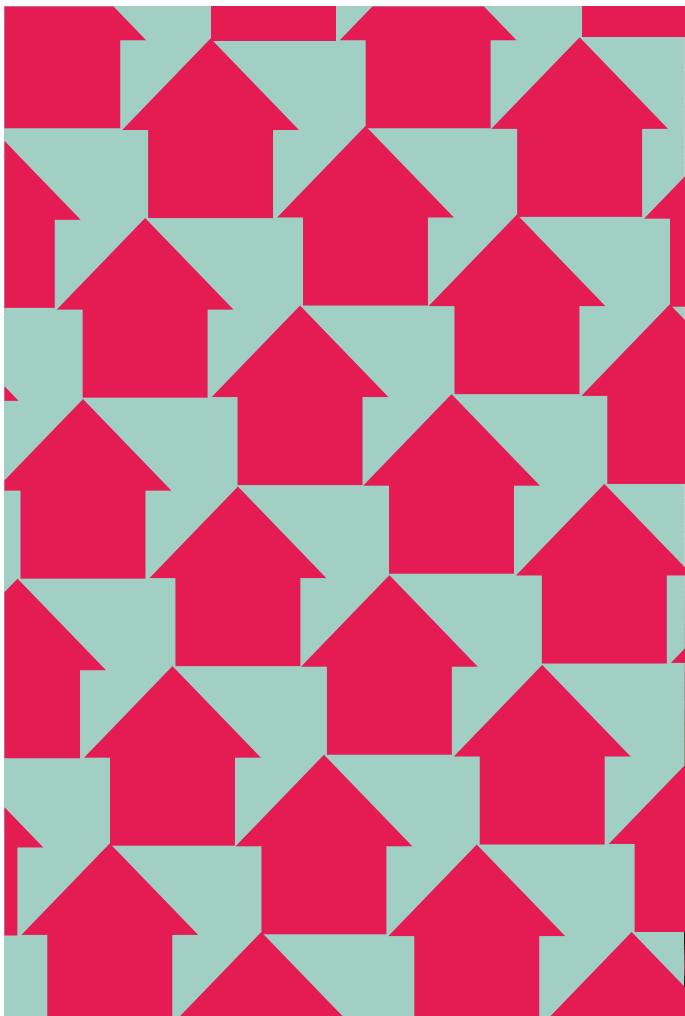
**At Changeworks, we really value our talented and diverse people. That's why we do everything we can to be a supportive and positive environment that allows them to do their very best for the people we work with. We understand the importance of work-life balance and being flexible. Hybrid working is now the norm for the majority of our staff, with strong flexible working policies to allow you to work in the way that best suits you.**

Staff wellbeing is a key priority for us, with a dedicated staff group promoting wellbeing and supporting staff across Changeworks and continually improving what we offer. The more supported and happy staff feel, the more successful we can be at achieving our mission. And in our annual staff satisfaction surveys, they tell us they feel it too – the latest survey found that nearly 86% of staff felt supported by the organisation, 89% agreed that they approve of the company culture, and 88% are proud to work for Changeworks.

We also provide good opportunities for progression and development, with a dedicated learning and development strategy to help you meet your personal goals – more on that later. Many of our staff stay at Changeworks for the long term, able to develop their careers and find new avenues for their passion and talents.

In 2021 we achieved Investors in People Platinum, the highest level of that accreditation. Only a handful of other employers in Scotland have this, and only 2% of IIP members worldwide.

[\*\*Read more\*\*](#) about working with us from our team.



Cat Gear  
Facilities Officer

5 years at Changeworks

**“At Changeworks you’re not a number on the payroll, you’re a real person and folk are interested to get to know you. ”**

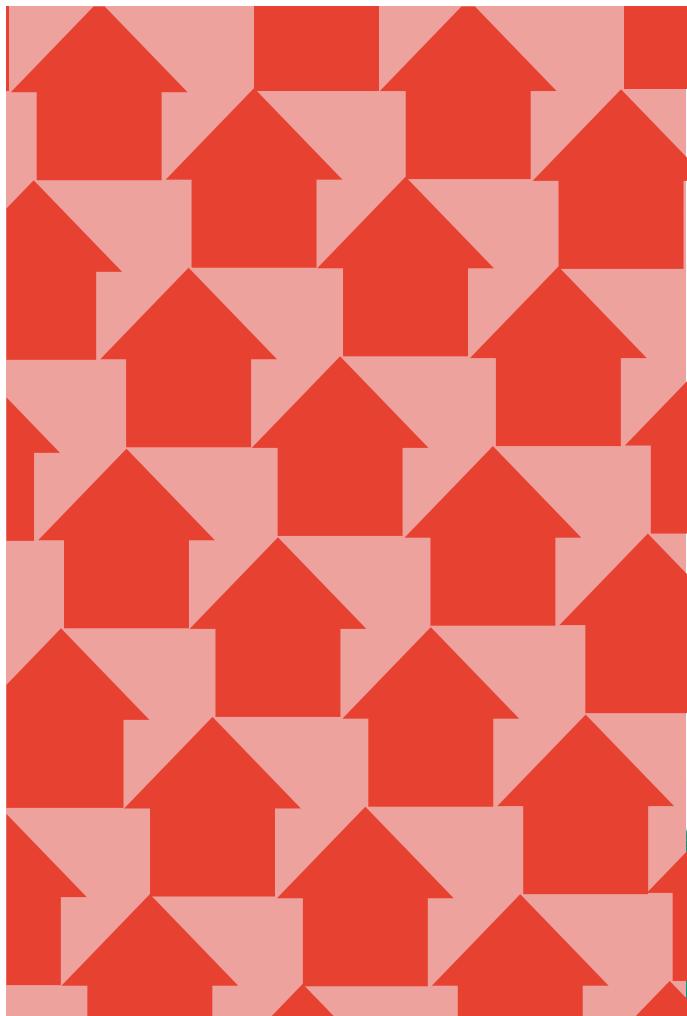


[Read more about Cat](#)

# OUR BENEFITS

Working at Changeworks isn't just about culture, it's also about a great package of benefits and policies designed to support you in being the best that you can be. These policies allow you to be flexible and do your best at work, while supporting you to manage any challenges that might come along.

<b>35</b> days leave per year (26 days plus 9 public holidays)	<b>8%</b> employer pension contribution	Volunteering days	Allowances for home office furniture
Driving licence support programme for staff who require this skill for their post	Employee counselling service	Eye care vouchers	Annual flu vaccinations
Travel season ticket loans	Paid leave for childcare emergencies	Death in service	Bike to work scheme that covers e-bikes too, up to the value of £3,000
Enhanced maternity, paternity and adoption leave pay	Shared parental leave	And even more policies to support your health and wellbeing	Find out more about why you should work for Changeworks



Joanna Long  
Senior Impact Evaluation Consultant  
2 years at Changeworks

**“ The Bike to Work scheme meant I was able to get a folding bike, which has completely transformed my journeys to and from work. I love the flexibility and freedom it gives me, and I can’t imagine life without it! ”**



[Read more about Joanna](#)

# OUR IMPACT

**When you join Changeworks, you're joining an organisation with a long track record of achieving big things.**

Through our work with individuals, households, businesses and other organisations, we prevent hundreds of thousands of tonnes of carbon from damaging our fragile planet every year.

In 2020-21, our work meant a reduction of £2.2 million in people's heating and electricity bills, and over 3,000 measures installed in homes to improve energy efficiency.

That means helping people like Sheila Charters. A Borders resident, Sheila had her heating on for around 10 hours a day because she couldn't keep the heat in her home.

As part of delivering a Scottish Government scheme in the area, we were able to work with her to have external wall insulation installed. Not only did this refresh the outside of her home, it meant she only needed the heating on for an hour or so a day, reducing her bills and her emissions.

Our fuel poverty advice service also changes lives. Lives of people like Angus, who ended up with an estimated energy bill of over £1000. With us advocating to his supplier on his behalf and forcing an investigation, the bill was reduced to just £150.

We also worked with him to make sure he was on the best tariff and using his energy efficiently, all adding up to a saving of over £1200.

**We remove over 200,000 tonnes of lifetime carbon every year.**

Hear more about the difference we make.



Jay Scott  
ICT Support Technician  
6 years at Changeworks

**“ Changeworks offers an excellent culture along with a great work-life balance. Each day I feel empowered to help my colleagues deliver excellent project to benefit people across Scotland.**

”



[Read more about Jay](#)

# OUR GROWTH

**Here's the best news: there's never been a better time to join Changeworks.**

The climate emergency is the biggest threat to life as we know it. We need to scale up the action we're taking to avert disaster, and Changeworks is leading the way.

We have ambitious plans to grow as part of our new strategy launched in 2022. Last year we added more new staff than ever before and we aren't slowing down. Our services will continue to expand as we work to decarbonise hundreds of thousands of homes across Scotland.

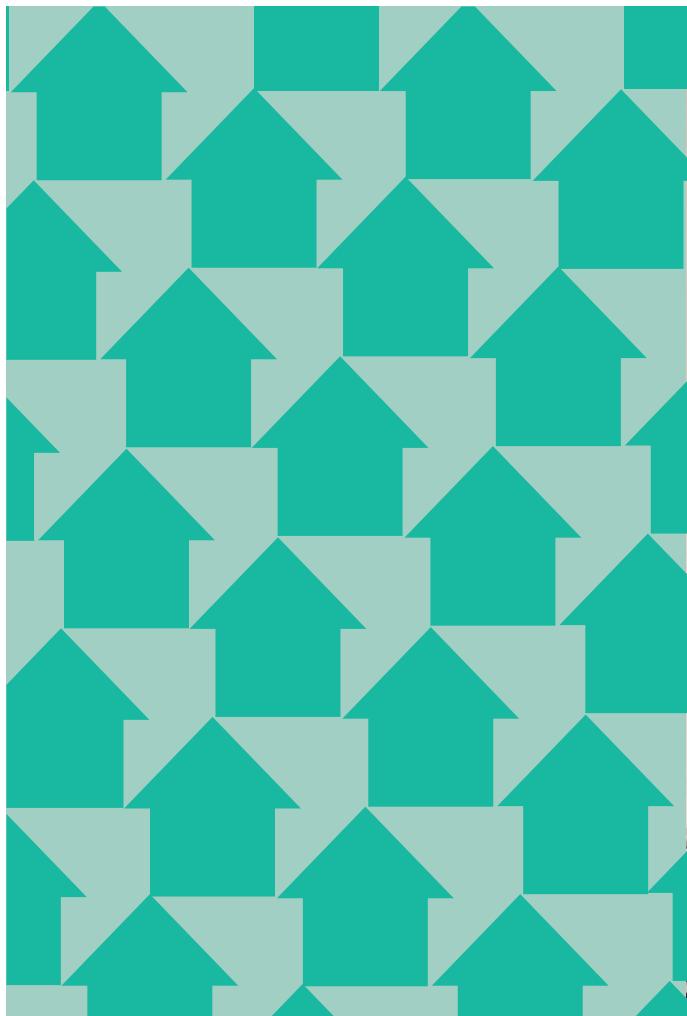
We want you to grow too. We believe passionately in learning and development for our staff, helping you to develop your skills and achieve your full potential. We invest heavily in learning and development, offering training wherever we can to upskill our people.

With partners like the Social Enterprise Academy we offer regular opportunities for training, and regular one-to-one meetings and annual appraisals offer regular chances to discuss your development.

Now more than ever, we need to expand our efforts to drive change and push towards Scotland's Net Zero targets. If you come and join us on that journey, we know it will be a rewarding one.

**Our finances and staff numbers will almost double between now and the end of our new three-year strategy.**

Hear more about the future of Changeworks.



Kehinde Moses  
Senior Advisor Energy Care

1 year at Changeworks  
& a previous volunteer

**“ Changeworks is a prestigious environmental charity... this gives me an opportunity to explore different areas to work and develop my career by working for a company helping to fight climate change. ”**



[Read more about Kehinde](#)

**Changeworks**

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Investors  
in Diversity  
Silver UK

Until  
April  
2027



**INVESTORS IN PEOPLE™**  
We invest in people Platinum

