

Job Title: Junior Sales Executive

Location: Hybrid – Homeworking and office-based (Tring, Hertfordshire or St Ives, Cambridge)

Salary from: £30,000 - £35,000 plus commission (depending on experience)

Employment Type: Full-time, Permanent

Start Date: As soon as available

About Whistlebrook

Whistlebrook is a trusted software partner to UK banks and building societies. We provide a suite of integrated software modules, including regulatory reporting, financial planning, business intelligence, treasury, and risk management tools — all specifically designed for the financial services sector. Our mission is to support our clients in meeting complex regulatory and operational challenges through intuitive, reliable, and robust software.

We're a close-knit, growing team that prides itself on customer service, deep industry knowledge, and a collaborative working environment both internally and with our expanding customer base.

About the Role

We are seeking a proactive and detail-oriented individual who is already within a sales or account management role or someone seeking a change in career direction. This role is ideal for someone who combines strong interpersonal skills with a solid understanding of financial concepts and is looking to build a career in sales within the financial technology sector.

You will play a key role in supporting the full sales cycle — from identifying and qualifying leads to preparing proposals and participating in client meetings. Accounting knowledge will be especially valuable in understanding client needs, articulating the value of our software solutions, and contributing to the preparation of accurate and compelling proposals and demonstrations.

This is a fantastic opportunity to gain hands-on experience in a specialist B2B sales environment, working closely with experienced professionals and contributing directly to the growth of a respected software provider in the financial services industry.

Key Responsibilities

- Assist in identifying and qualifying new business opportunities
- Support the preparation of proposals, presentations, and product demonstrations
- Maintain and update CRM records to track prospects and pipeline activity
- Collaborate with the marketing function to execute campaigns and follow up on leads
- Contribute to RFP/RFI responses with input from technical teams
- Participate in client meetings and demonstrations (remotely or on-site)
- Conduct research on potential customers, market segments, and industry trends
- Assist in developing sales collateral and reporting on sales performance metrics

Candidate Profile

Essential:

- Education at level 4 or above, or
- 3 years minimum full-time work experience in business, finance or economics
- Demonstrable foundation in accounting or financial analysis
- Excellent communication skills — both written and verbal
- Strong organisational skills and attention to detail
- Ability to grasp and explain complex software solutions or financial concepts
- Self-starter with a collaborative mindset and a willingness to learn

Desirable:

- Holds, or is working towards, an accounting qualification (e.g. AAT, ACCA etc.)
- An interest in financial technology (FinTech) and regulatory developments in banking
- Understanding of financial services products and terminology

What You'll Get

- Salary £30,000 to £35,000 plus commission (depending on experience)
- Hybrid working (home and office)
- 22 days holiday rising to 25, plus birthday off
- Salary sacrifice pension (3% rising to 5% after two years)
- Life insurance (4x salary)
- Private medical cover (after one year)
- Employee assistance programme
- Cycle to work scheme
- Tax free bonus scheme participation
- Full training and development plan with career progression opportunities

Our Hiring Process

Shortlisted candidates will be invited to a video interview followed by an in-person session at one of our offices. We are committed to fostering a supportive and inclusive work environment.

Offers of employment are subject to a DBS check and a confidential consumer credit check.

Application

To apply, please send your CV and a short covering letter explaining why you would be good for this role to hr@whistlebrook.co.uk. We look forward to hearing from you.