

# Job description

 London | Full-time

JustTip – [justtip.co.uk](https://justtip.co.uk)

## About JustTip

JustTip is an embedded platform for tipping, payments, and tax management built for hospitality businesses and their payment providers, helping them navigate the growing complexity of gratuities in a cashless, regulation-driven market.

In the UK, the Employment (Allocation of Tips) Act now mandates full transparency and fair allocation of tips and service charges. Non-compliance can result in liabilities of up to £5,000 per employee, making manual and opaque processes no longer viable.

JustTip automates the collection, distribution, and reporting of tips and service charges via our Tronc software - reducing payroll tax risk, ensuring legal compliance, and helping operators improve trust, retention, and operational efficiency.

With 380% YoY growth, we support 18,000+ staff across 750+ hospitality businesses and are integrated with leading payment providers. We're building the infrastructure for a £63BN tipping economy that is rapidly being reshaped by regulation and digital payments. As we continue to scale across the UK, we're looking for a high-performing Account Executive to own and close revenue in this critical market.

## The Role

As an Account Executive at JustTip, you'll own the full sales cycle across the UK - from discovery to close - working closely with BDRs, the Sales Lead, and Founders. You'll sell into hospitality groups, multi-site operators, and payment partners, helping customers solve real regulatory and operational pain. This is a high-impact role with genuine influence over pricing, positioning, and how we scale our UK go-to-market motion.

## **What You Will Be Doing**

- Own and close a pipeline of qualified UK-based opportunities
- Run discovery calls with owners, operators, finance, and payroll stakeholders
- Deliver tailored demos focused on compliance, tax treatment, and operational simplicity
- Manage deals through negotiation, procurement, and close
- Collaborate closely with BDRs to convert meetings into revenue
- Work with Founders and Product to refine UK-specific messaging and pricing
- Maintain accurate CRM data, forecasting, and pipeline hygiene
- Share insights on objections, competitors, and regulatory-driven buying behaviour

## **What We Are Looking For**

- 2–5 years experience in a closing sales role (Account Executive or similar)
- Proven track record of hitting or exceeding revenue targets
- Experience selling B2B SaaS, fintech, payments, or hospitality technology
- Strong discovery, demo, and commercial negotiation skills
- Comfortable selling to senior decision-makers and multi-site operators
- Self-starter who thrives in a fast-paced, early-stage environment
- Strong understanding of UK hospitality or service-based businesses is a plus

## **Bonus Points If You Have**

- Experience selling compliance-led or regulation-driven solutions
- Familiarity with UK payroll, tax, or payments ecosystems
- Experience working with channel or payment partners
- Previously worked in a startup or scale-up environment

## **What We Offer**

- Employee share ownership scheme – get in early and grow with us
- Competitive base salary + uncapped commission
- UK pension (auto-enrolment) & core benefits
- Clear progression as we scale our UK sales team
- Direct access to founders and meaningful ownership of outcomes