



# Widgit

## Business Development Manager – Candidate Information Pack

Version 1.0 | September 2026



# Welcome From Our CEO

“ If you were to ask me what makes Widgit special, my immediate instinct would be to answer: our people.

*Widgit exists to make communication more accessible, and that mission tends to attract people who genuinely care about improving lives. Over the last 20 years I've been part of Widgit, I've seen the company grow from a small, close-knit team into the organisation we are today. We've managed to do that without losing the values that got us here.*

*As we've grown, we've worked hard to create a workplace where people feel trusted, supported and able to be themselves. And also to enjoy their time at work: whether that's through our Culture Club, team events or just the everyday conversations that make Widgit feel like a community as well as a company.*

*I'm especially proud that Widgit is a certified B Corporation. We care about doing business in the right way, and we care about the quality of what we produce, the way we treat one another and the impact we have on the wider world. Being a B Corp means we can demonstrate that we mean what we say.*

*Everyone here understands the difference our work makes. Every symbol we create, every feature we add to our products, every communication board we design has the potential to give someone the opportunity to communicate, learn, participate and be heard. That sense of purpose brings us together and gives our work real meaning.*

*As we look to the future, and continue to grow and succeed, we're committed to developing our people, creating opportunities and ensuring that the values and culture that makes Widgit special continue for years to come.*



**Ben Stevenson**

Chief Executive  
Officer

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# About Us

What we do, our mission and values



# About Widgeit



Founded in 1981 and incorporated in 1984, Widgeit has been making educational software for 40 years, and we are the longest established Special Educational Needs (SEN) software company in the UK.

Today, Widgeit's symbols and software titles are used to support people around the world and help them realise their full potential, no matter what their age, ability or background.



Find out more >



# Who We Help



Symbol support is a helpful bridge from the known (pictures/objects) to the unknown (printed word). People who use and are supported by symbols include:

- Children and adults with a learning impairment or communication challenge (for example, autism, Down's Syndrome, dyslexia or dementia);
- Children beginning to read or who struggle with text;
- People for whom English is an additional language;
- Individuals with speech and language difficulties;
- People in emergency situations or those who are critically ill;
- Disadvantaged people (for example, those who have fallen out of the education system before achieving functional literacy levels);
- Visitors from a foreign country or those learning a foreign language.

A young boy with dark hair, wearing a black headset with a microphone, is smiling and looking down at a project on a table. He is wearing a dark blue polo shirt. The background is a bright, out-of-focus indoor space with large windows and greenery.

# Where We Are Now



With over 60 employees, Widgit is in a scale-up phase, undertaking projects such as integrating a new CRM system and developing an amazing Employee Value Proposition, underpinned by culture. The business has experienced continuous growth (both UK and internationally) in previous years and is experiencing the related organisational/leadership and cultural opportunities and challenges.

You will have the opportunity to contribute to Widgit's transition towards realising that goal, fostering a culture that prioritises social and environmental responsibility alongside financial performance.

If you are passionate about technology for good, and being part of a business that prioritises an inclusive and supported workforce, we invite you to join our team and make a positive difference to the lives of people around the world.

# Proud To Be a B Corp



At Wigit, we care about making a positive impact – both with people and the planet in mind. From monitoring our carbon footprint to giving back to the community, we’re proud to have achieved certified B Corp status.

Becoming a B Corp means we meet high standards of social and environmental performance, accountability, and transparency. It reflects our deep-rooted commitment to using our business as a force for good – not just in what we create, but in how we create it, who we work with, and the legacy we leave behind.

This is more than a badge of honour. It’s a promise to keep pushing for better – for our team, our customers, and the world around us.

More about B Corp >

# Our Vision



**That everybody, no matter what their age and abilities, can communicate and understand.**

The ability to communicate and understand is a huge part of being human.

Most people take these abilities for granted: it's a privilege that seamlessly integrates them into society.

For those who can't, it's a daunting and isolating experience, creating barriers leading to fear, frustration and unhappiness.

# Our Mission



**We are Widgit and symbols are our world.**

We believe in the power of symbols to support communication and understanding.

Our unique combination of software and symbols empowers practitioners to support the diverse needs of symbol users of all ages.

From our inspirational community to this planet we call home, we care deeply about people, the environment and our place within it.

When it comes to unlocking potential, we believe symbols have a positive impact and help to ensure no one feels left behind.

# Our Ethos



**To be a progressive business that promotes inclusivity and staff wellbeing, environmental sustainability, and community support, showcasing the positive impact a business can have on the world.**

Business can – and should – be a force for good in the world.

Being a business for good is not at odds with being successful.  
It's a core part.

# Our Values



Our values of **integrity**, **kindness** and **quality** are key to our identity at Wigit and express succinctly *how* we go about doing what we do.



## Integrity

Keeping our promises and communicating openly and honestly.



## Kindness

Drives us to treat our customers, staff, and partners with compassion, positivity, and support.



## Quality

Is the thread that runs through everything we do, from the care in crafting our symbols to the excellence in our software products and resources.

# Our Commitment to Equality, Diversity and Inclusion

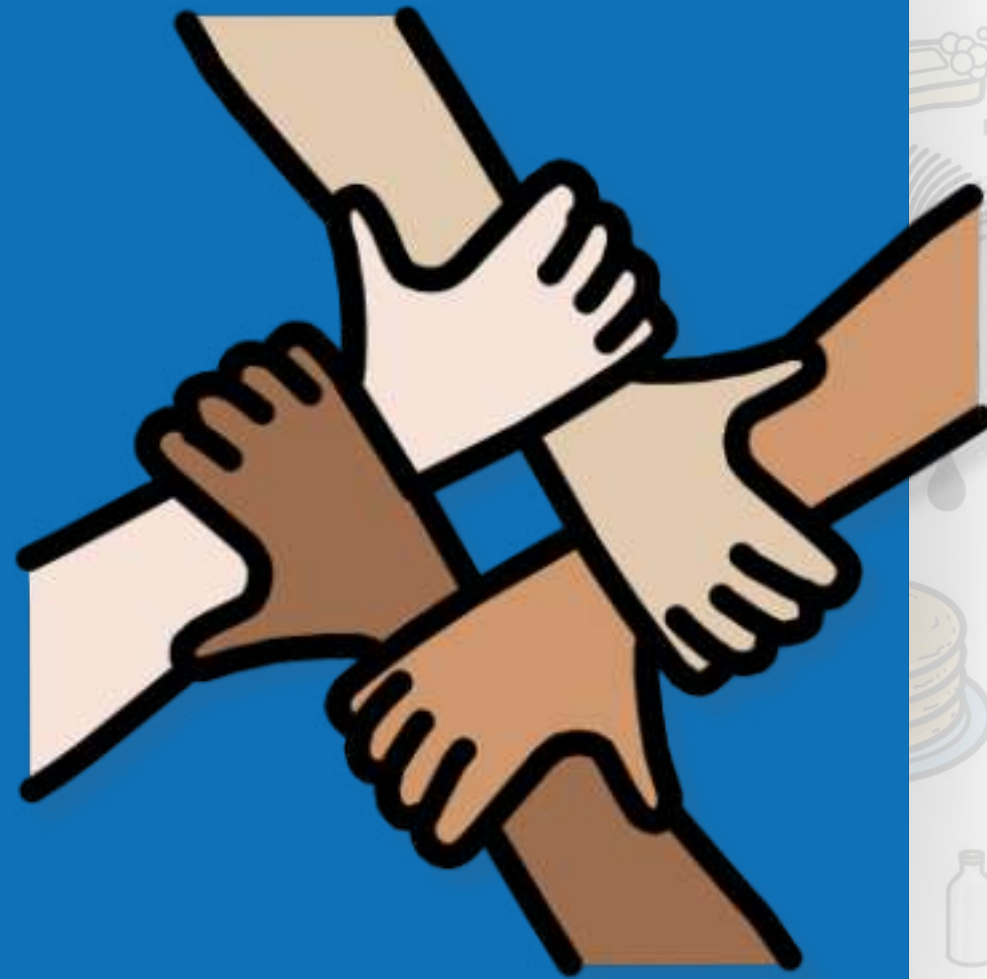


Diversity, equity, and inclusion are fundamental to who we are at Widgit. We're proud to foster a culture that embraces all walks of life, inclusive of the LGBTQIA+ community – with staff joining us from university through to retirement age.

From embracing disability and neurodiversity to championing female voices within our leadership team, we're mindful of diversity when seeking new talent – ensuring everyone feels empowered to reach their full potential.



# Our Commitment to Equality, Diversity and Inclusion



We are committed to increasing diversity and inclusion within our team. We therefore welcome applications from anyone regardless of disability, ethnicity, heritage, gender, sexuality, religion, socio-economic background or other difference.

We are committed to inclusive working practices, and during the application process we commit to:

- Paying for care and childcare whilst you're attending an interview
- Paying for your travel costs to the office and back for interviews if they are held in person
- Making any reasonable adjustments – for example ensuring we have sign language interpreters organised in advance if you'd like them
- Providing this document in a Word or plain text format for accessibility reasons
- Offering a first-stage interview to disabled applicants who meet the minimum criteria for the role

If there is anything we can do to improve or make your interview experience more comfortable, please let us know. We will always do our utmost to accommodate any reasonable adjustments / requirements.



# About You

About the role, responsibilities and experience



# Job Purpose



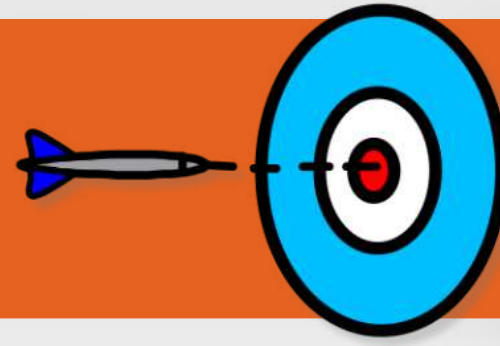
The Business Development Manager will play a critical role in driving Widgit's commercial performance, customer impact, and long term growth. The Business Development Manager is a new business-focused role responsible for identifying, developing, and winning net new revenue opportunities in priority UK markets.

The role will be expected to deliver measurable growth to help deliver Widgit's 3-year strategy with particular focus on Multi-Entity Accounts (MEA), Symbol Friendly Organisations, projects, signage, and selected public sector or strategic opportunities.

Working closely with the Head of Commercial, Key Account Manager, Commercial, Marketing, Education, and Customer Success teams, the role will build a high-quality pipeline, lead opportunities through to contract, and support an effective handover into onboarding, account management, and renewal.



# Focus of the Role



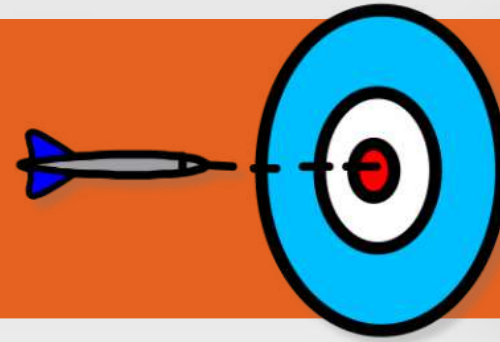
The Business Development Manager reports to the Head of Commercial and is focused on generating sustainable new business growth across Widgit's priority UK markets. The role will create and develop opportunities with Multi-Entity Accounts, Symbol Friendly Organisations, and customers requiring project-based or signage solutions.

It will combine proactive prospecting with consultative selling, building relationships with decision-makers, understanding organisational needs, and shaping commercially viable solutions that deliver meaningful customer outcomes. The role will take opportunities from initial engagement through qualification, proposal, negotiation, and contract, before ensuring a clear and effective handover for onboarding, account management, and future growth.

- New MEA revenue: identify and win opportunities with Multi-Academy Trusts, local authorities and other multi-site education customers.
- Symbol Friendly growth: develop opportunities with organisations that want to embed symbol-supported communication across services, environments and customer journeys.



# Focus of the Role



- Projects and signage: grow revenue from communication boards, signage and related project-based solutions.
- Strategic new opportunities: progress selected public sector and adjacent-market opportunities where there is a clear strategic fit, defined customer need and credible route to revenue.
- Pipeline quality: establish sufficient qualified pipeline coverage, accurate forecasting and clear next actions through Widgit's CRM.



# Main Duties



## New Business Development

- Build and execute targeted prospecting plans across MEA, Symbol-Friendly, projects, signage, and agreed strategic sectors.
- Generate new opportunities through outbound activity, campaigns, events, referrals, professional networks, and coordinated account-based activity.
- Qualify opportunities rigorously against customer need, strategic fit, likely value, decision process, timescale, and Widgit's capacity to deliver.
- Lead discovery conversations, demonstrations, proposals, commercial negotiations, and procurement activity through to signed agreement.
- Develop clear value propositions and business cases that connect Widgit's products, symbols, expertise, and services to measurable customer outcomes.

## Multi-Entity Account Growth

- Apply and continuously improve Widgit's MEA sales playbook across relevant account types.
- Map decision-makers, influencers, budget holders, and implementation stakeholders within complex organisations.



# Main Duties



- Create commercially appropriate proposals for group, multi-site, and phased deployments.
- Work with the Key Account Manager to ensure new MEA customers are handed over with clear objectives, commitments, implementation requirements, and expansion potential.

## Symbol-Friendly, Projects, and Signage

- Develop a qualified pipeline of Symbol Friendly Organisations in priority sectors such as public services, transport, leisure, sport, entertainment, and other agreed markets.
- Sell consultatively, helping organisations understand how symbols can improve accessibility, inclusion, communication, and customer experience.
- Coordinate internal input for scoped projects, ensuring proposals are commercially viable and delivery expectations are clear before commitment.
- Identify repeatable propositions and route-to-market learning that can help Widgit scale successful activity beyond one-off projects.



# Main Duties



## Commercial Discipline and Reporting

- Maintain complete and accurate opportunity, activity, value, probability, stage and close-date information in the CRM.
- Provide reliable weekly and monthly pipeline forecasts, highlighting risks, dependencies, and actions required to progress opportunities.
- Track performance against agreed revenue and pipeline measures and take corrective action where delivery is off plan.
- Use customer, market, and competitive insight to improve targeting, propositions, pricing, and sales effectiveness.
- Contribute to annual planning by providing evidence on market potential, conversion assumptions, sales cycles, and resource requirements.

## Collaboration and Customer Handover

- Work closely with Marketing to create targeted demand-generation activity, campaigns, collateral, case studies, and events.
- Partner with Education and subject-matter experts to ensure proposals are credible, outcome-focused, and aligned with good symbol-supported practice.



# Main Duties



- Collaborate with the Key Account Manager and Customer Success teams to create a smooth transition from sale to onboarding, adoption, renewal, and expansion.
- Agree opportunity ownership and contribution at the outset of shared deals, following Widgit's commercial attribution rules.
- Share market learning across Commercial, Product, and the wider business to improve future propositions and customer outcomes.

## Values, Compliance, and Responsible Selling

- Represent Widgit professionally and sell in a way that reflects integrity, kindness, and quality.
- Ensure customer commitments, pricing, contracting, and data handling follow agreed internal processes and approval routes.
- Avoid over-promising and ensure proposed solutions are deliverable, appropriate, and capable of creating meaningful customer value.
- Support Widgit's purpose and B Corp commitments by balancing commercial performance with positive impact and responsible business practice.



# Main Duties



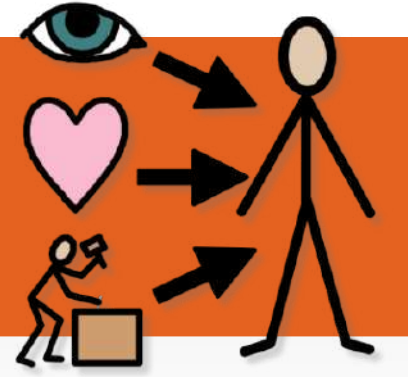
## Measures of Success

Measures will be agreed annually and aligned to the approved budget and commercial OTE plan. They are expected to include:

- Achievement of the agreed net new revenue target.
- New MEA revenue won.
- New Symbol-Friendly revenue won.
- Revenue from projects, signage, and agreed strategic opportunities.
- Qualified pipeline value, coverage, and stage progression.
- Conversion rate, sales cycle progression, and forecast accuracy.
- Quality and completeness of CRM data.
- Effective handover of new customers into onboarding and account management.
- Evidence of collaborative working and positive customer outcomes.



# Person Specification and Desired Experience

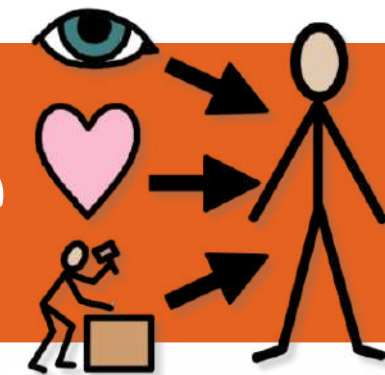


## Characteristics

- A proactive, resilient, and self-motivated new business developer who enjoys creating opportunities and progressing them to a clear outcome.
- Commercially astute, with sound judgement about where to invest time and how to balance value, probability, and strategic fit.
- Consultative and curious, able to understand complex customer needs rather than relying on transactional selling.
- Collaborative and open, with the confidence to lead opportunities while drawing effectively on colleagues' expertise.
- Empathetic and credible with customers, including education, public sector, and commercial stakeholders.
- Data-driven, accountable, and disciplined in pipeline management and forecasting.
- Passionate about accessibility, inclusion, and improving communication for people with diverse needs.
- Strong alignment with Widgit's values of integrity, kindness, and quality.



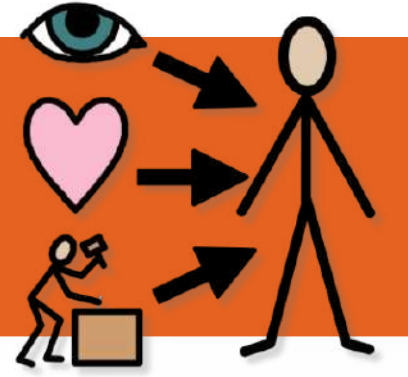
# Person Specification and Desired Experience



## Essential Skills and Knowledge

- Experience in EdTech, SaaS, subscription software, education services, accessibility or an adjacent market.
- Experience selling to Multi-Academy Trusts, school groups, local authorities, public sector bodies, or large multi-site organisations.
- Proven experience of winning net new B2B revenue in a consultative sales or business development role.
- Evidence of managing a sales cycle from prospecting and qualification through discovery, proposal, negotiation, and close.
- Experience of selling to organisations with multiple stakeholders, sites, or decision-makers.
- Ability to build and manage a structured pipeline against an annual revenue target.
- Strong written and verbal communication, presentation, and proposal-writing skills.
- Confident commercial negotiation skills and ability to work within defined pricing and approval parameters.
- Experience using a CRM consistently for opportunity management, forecasting, and reporting.

# Person Specification and Desired Experience



- Ability to work cross-functionally with Marketing, Customer Success, subject-matter experts, and operational teams.
- Ability and willingness to travel to customer meetings, sector events and the Warwick office as required.

## Desirable Skills and Knowledge

- Understanding and experience of selling to international schools.
- Understanding of SEND, inclusive communication, and the role of symbols in supporting communication and understanding.
- Experience of developing new propositions or opening adjacent markets where the sales process is not yet fully established.
- Experience selling project-based, signage, training, or professional service solutions alongside software.
- Awareness of public procurement, tenders, and framework-based opportunities.



# Benefits



At Widgit, we believe in fostering a work environment that supports and empowers our staff. Our benefits package is designed to promote wellbeing, professional development, and a healthy work-life balance. From competitive salaries and healthcare options to unique perks and development opportunities, discover just some of what's on offer...



## Basic salary

- To be discussed



## Financial

- Company bonus scheme
- Cost of living boosted / benchmarked pay
- Independent financial advisor provision
- Group life assurance (4x salary on death)
- Enhanced Maternity / Paternity Pay
- Auto-enrolled pension scheme (Aegon) with minimum employee / employer contributions based on qualifying earnings (5% employee contribution)
- Salary sacrifice scheme



## Time off

- 25 days' holiday plus bank holidays (33 in total)
- Option to buy / sell up to 5 days of holiday
- Free day off for moving home



## Health

- Bupa Bluea Health Service (GP) on 'Medical History Disregarded' basis / Bupa Dental
- Access to Mental Health First Aiders & emergency First Aiders
- Free eye tests
- £175 towards VDU (workstation) glasses
- Free flu vaccination vouchers



## Working environment and culture

- Flexible working
- Home office set-up, including chairs, monitors, etc.
- Company socials and events organised by our Culture Club



## Development

- Job-related training and development

# Location

Widgit's offices are based in Warwick. Most of our staff are hybrid workers, so as such, many of the desks are hot desks. With our team having grown significantly in recent years, we are also excited to expand Widgit HQ further to a second floor, with an innovative new workspace.

In today's modern world, we recognise that individual needs and circumstances vary, and we strive to create a supportive environment where everyone may achieve their full potential. By embracing a flexible approach to working hours and leave, we empower staff members to balance their work and personal commitments effectively.



See our office



# Widgit® Culture Club

From mindfulness days to bake sales and beyond (and not forgetting our summer and winter parties), the Widgit Culture Club helps to ensure all staff members have the opportunity to socialise with their fellow Widgiteers – both inside and outside the office.



# Charities



We're proud to give back to the communities that shape who we are today, ensuring at least one penny of every pound of profits goes to good causes.

From donating to our local food bank to volunteering our time at a local special needs school, discover the full list of charities we've supported below.



**Spreading Festive Cheer to Families in Need →**



**Widgit Volunteer Day at Evergreen School, Warwick →**



**Widgit Wilding: Planting Trees for a Greener Future →**



**Supporting Our Local Food Bank →**

**See all charities**



# Our Recognition

Our commitment to making communication accessible and doing **business as a force for good** has been recognised through a range of certifications, memberships and awards.

We're proud to be a Certified B Corporation and to have received a range of awards, accreditations and recognition from organisations including Education Today, EdTech Impact and the National Autistic Society.



# How To Apply



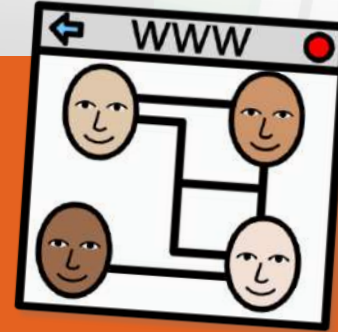
If you wish to apply for this position, please supply the following to [jobs@widgit.com](mailto:jobs@widgit.com) by **08/10/2026**:

- A detailed CV, setting out your career history, with responsibilities and achievements
- A cover letter (maximum two sides of A4) highlighting your suitability for the role for which you're applying and how you meet the person specification. Please note that the cover letter is an important part of your application and will be assessed.

If you have further questions after reading this pack, please email [jobs@widgit.com](mailto:jobs@widgit.com).



# Check Out Our Socials



Discover the latest updates, news, and insights about our work and initiatives.

Instagram: [@widgitsoftware](https://www.instagram.com/widgitsoftware)

Facebook: [facebook.com/widgitsoftware26](https://facebook.com/widgitsoftware26)

LinkedIn: [linkedin.com/company/widgit-software/](https://linkedin.com/company/widgit-software/)



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