
Business Development Manager

Job Description

Reports to: Head of Commercial

Company Core Values

At Widgit, we're proud to be a purpose-driven software company and Certified B Corp. Putting people before profit, we're committed to making a positive difference to the communities we serve, and the planet we call home.

Our core values of integrity, kindness and quality shape everything we do, and we expect everyone to reflect these values in their day-to-day work.

Being a B Corp means we believe business should be a force for good. We want our work to have a lasting, positive impact, not just for those we work with now, but for future generations too. That's why we aim to operate with care, respect, and consideration for others, in everything we do.

We ask all team members to bring a positive, thoughtful attitude to their work, both inside and outside the office, so we may continue to grow a culture we're proud of and make a real difference through our products and practices.

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.
- 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.

- 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.

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.
- 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.

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

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.

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.
- 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.