

# Widgit

Chief Finance Officer – Candidate Information Pack



## Welcome From Our CEO

A very warm welcome to Widgit! I'm delighted you've considered joining our team, and hope you'll enjoy learning more about this exciting role, our organisation, and our hopes and dreams for the future.

Widgit Symbols were created with one goal in mind: to help people of all ages and abilities understand and feel understood. We stand by this belief today and are committed to doing business for good. As a company from humble beginnings and having just become a Certified B Corporation, we want to grow in a way that aligns with our passion for people and the planet.

As we continue on our growth trajectory following the pandemic, we proudly maintain our reputation as pioneering providers of symbol language and symbol technologies. From our desktop InPrint software to Widgit Online, our transition from traditional to Software as a Service (SaaS) signals a pivotal moment for the business. As such, we're looking for skilled individuals to support us on this journey. For this role, we are seeking a strategic finance leader who can guide Widgit's growth with clarity, insight and foresight, ensuring our mission remains at the heart of every decision.

From our audience to our staff through to our board, inclusivity is at the heart of Widgit and what we offer. We celebrate what makes our colleagues and customers unique, while fostering an environment of compassion and kindness. With this in mind, we are keen to hear from individuals of all backgrounds when it comes to growing our team.

Thank you for expressing an interest in working for Widgit, and I wish you all the best with your application.

Kind regards, Cate Rae, CEO



Cate Rae

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# About Us

What we do, our mission and values



## **About Widgit**

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

Today, Widgit'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







prove



## 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.

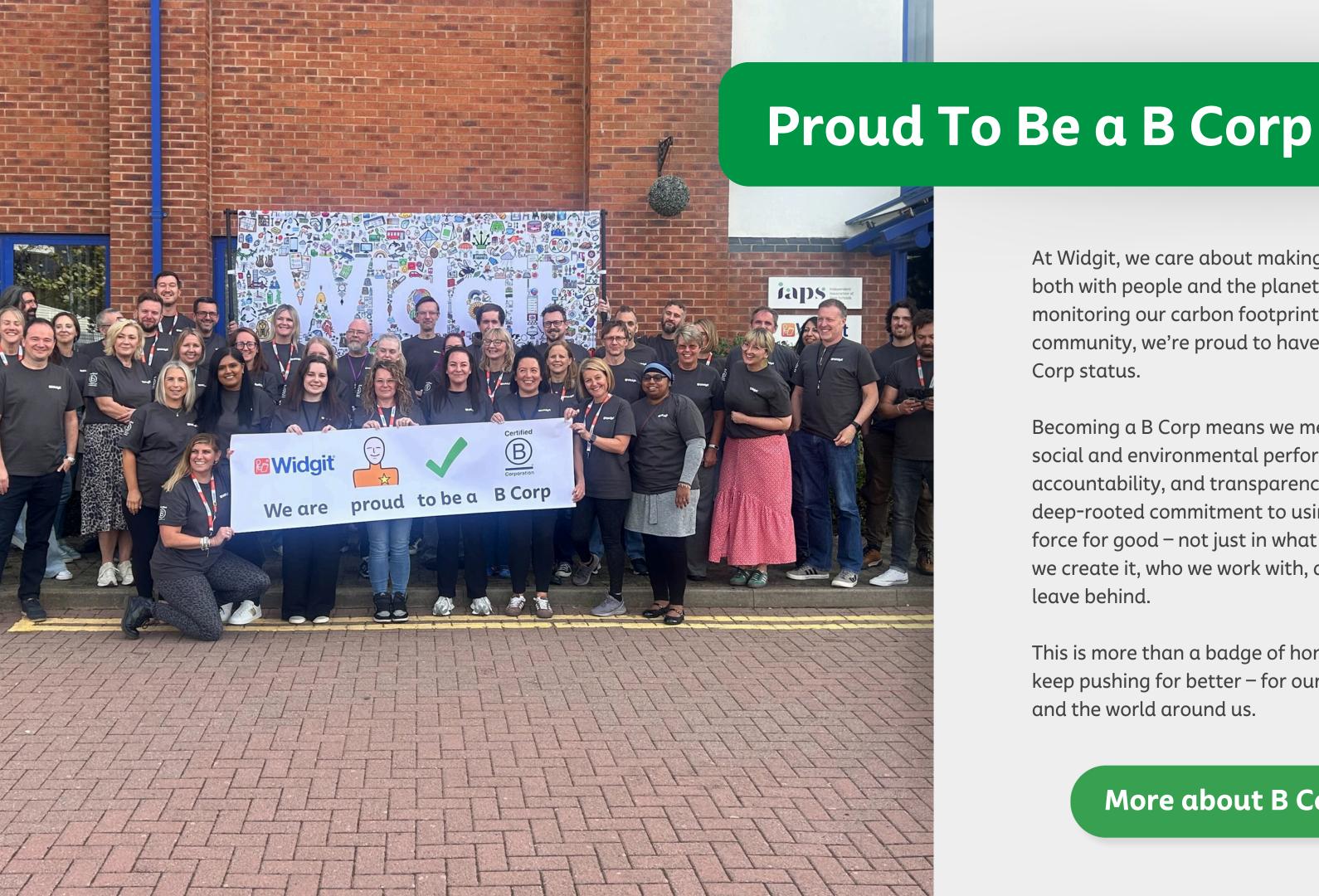


# Where We Are Now

With over 50 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.





At Widgit, 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 Widgit 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.

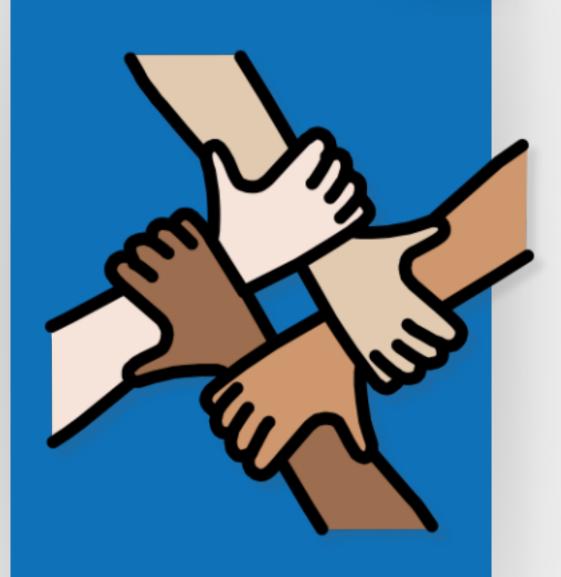


### Quality

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



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 upmost to accommodate any reasonable adjustments / requirements.



About the role, responsibilities and experience



## Job Purpose



The CFO leads Widgit's financial strategy, ensuring the organisation is equipped to grow sustainably while staying true to its mission of making communication more inclusive and accessible.

As a key member of the Executive team, the CFO brings a strong commercial mindset and a forward-looking approach to financial planning, pricing, and performance. This role not only covers the usual transactional accounting and compliance requirements, but also translates financial data into clear, actionable insights that support strategic decision-making across teams.

With a focus on SaaS and licensing activities, the CFO will help shape pricing models, guide product investment, and ensure financial policies and processes are streamlined, compliant, and aligned with Widgit's long-term goals. The CFO plays a vital role in ensuring Widgit's continued financial health, from safeguarding its assets to supporting mission as a purpose-driven, values-led organisation.



### **Main Duties**



#### Strategic Financial Leadership

- Shape and deliver financial strategy aligned with mission and values.
- Drive long-term planning, forecasting, and board reporting.
- Champion data-driven, collaborative decision-making across teams.
- Apply SaaS modelling to predict trends, manage risks, and guide resource allocation.
- Support financial wellbeing of staff through a human-first approach.

#### **Commercial Finance & Business Partnering**

- Act as trusted partner across teams, supporting pricing, projects, and revenue optimisation.
- Simplify insights for non-financial stakeholders to inform strategy.
- Model and prioritise diverse revenue streams.
- Develop clear, effective pricing strategies.

#### Financial Policy Development & Process Simplification

- Review and streamline policies for clarity and accessibility.
- Improve processes to boost efficiency, accuracy, and transparency.
- Maintain strong financial controls framework.



### **Main Duties**



#### **Operational Financial Management**

- Lead day-to-day financial operations and reporting.
- Monitor key metrics to guide executive decisions.
- Empower departments with budgets, forecasting, and reporting tools.

#### **Risk Management & Compliance**

- Proactively identify and manage financial and operational risks.
- Ensure compliance with legal, regulatory, and ethical standards.

#### **Team Development & Leadership**

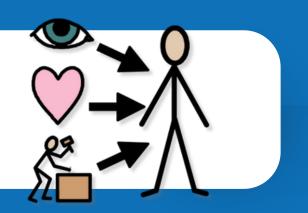
- Build and mentor a high-performing, inclusive finance team.
- Grow team expertise in analysis, policy, and process improvement.

#### SaaS, Product & Pricing

- Own SaaS metrics and pricing strategy across all products.
- Use modelling to support forecasting, product planning, and customer value analysis.
- Collaborate with Product and Commercial teams on go-to-market and growth.
- Analyse customer value to inform commercial models.



# Person Specification and Desired Experience



#### **Skills, Knowledge & Characteristics**

- Professional accounting qualification (ACA, ACCA, or CIMA) with proven experience in a CFO or senior finance leadership role.
- Strong background in financial strategy, budgeting, and process improvement, with the ability to simplify complex financial data, ideally gained in organically growing SME.
- Demonstrated success in challenging and refining processes to enhance clarity and efficiency in commercial finance.
- A logical, data-driven approach to financial planning and analysis, with the ability to present clear insights to both financial and non-financial teams.
- Strong moral compass for doing what is right.
- Alignment with tech for good philosophy and long-term security for Widgit and its Widgiteers.



## 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



#### 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 Blua 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



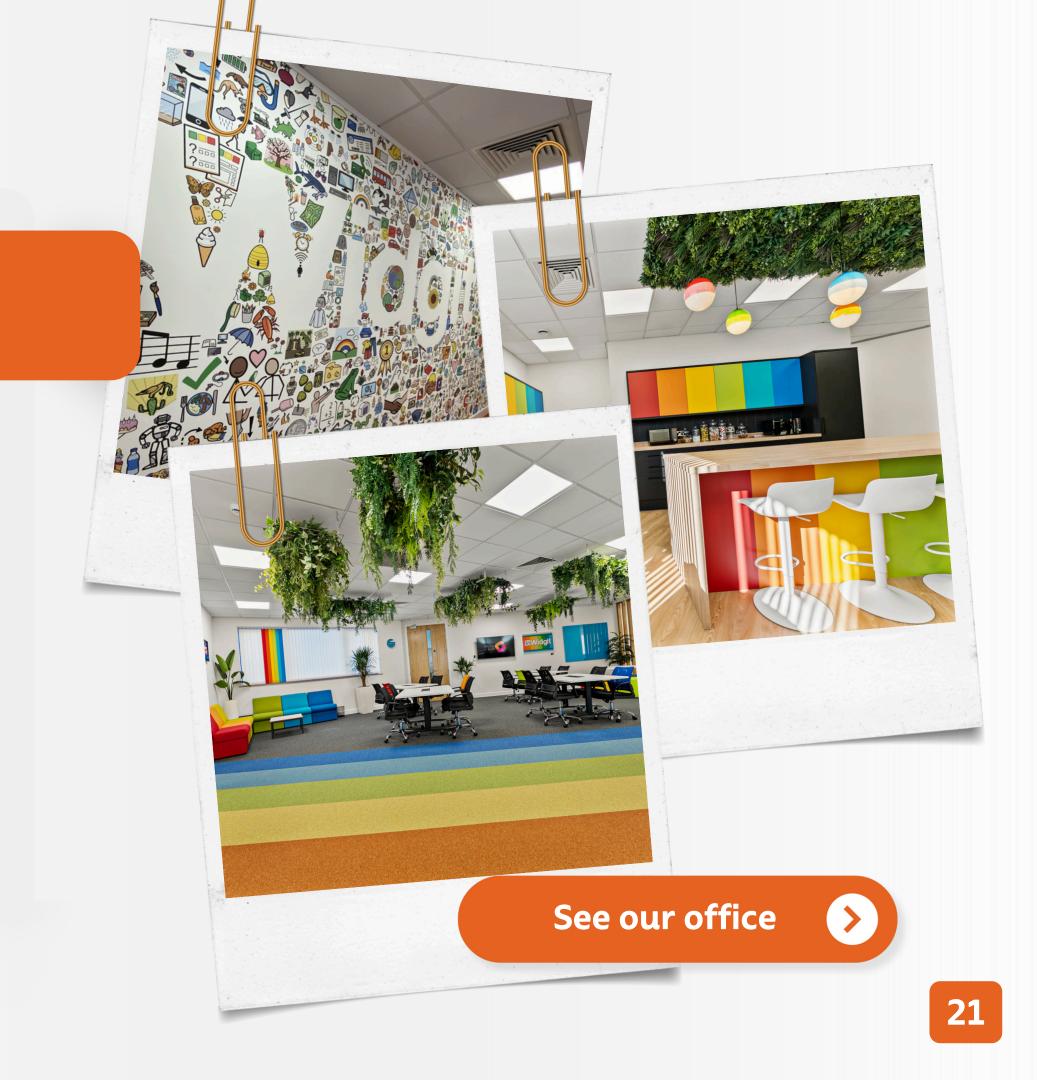
#### **Development**

• 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.



# - 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 α Greener Future →



Supporting Our Local Food Bank →

See all charities





## How To Apply

If you wish to apply for this position, please supply the following to jobs@widgit.com by 24/10/2025.

A detailed CV, setting out your career history, with responsibilities and achievements

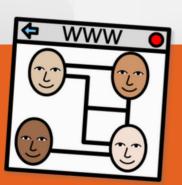
A cover letter (maximum two sides of A4) highlighting your suitability for the role for which you're applying and how you meet the person specification. Please note that the cover letter is an important part of your application and will be assessed.

If you have further questions after reading this pack, please email **jobs@widgit.com**.

- Application deadline: 24 October
- Shortlisting review: week commencing 27 October
- Interviews: week commencing 27 October
- Appointment offer: week ending 14 November
- Target start date: January-March



## Check Out Our Socials



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

Instagram: <u>@widgitsoftware</u>

Facebook: <u>facebook.com/widgitsoftware26</u>

LinkedIn: <a href="linkedin.com/company/widgit-software/">linkedIn: linkedin.com/company/widgit-software/</a>













For the second year in a row, we are delighted to...



# www.widgit.com