

# Chief Finance Officer

## Job Description

**Reports to:** Chief Executive Officer

## Company Core Values

At Widgit, we're proud to be a purpose-driven software company. 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. Whether we're designing symbol-supported resources, supporting schools, or working together as a team, we expect everyone to reflect these values in their day-to-day work.

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 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

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## Strategic Financial Leadership

- Shape and execute Widgit's financial strategy, in alignment with our mission to drive inclusivity and impact.
- Oversee a robust rolling three-year business financial plan linked to annual strategy and forecasting activities.
- Present financial insights and provide actionable recommendations that simplify complex processes and enhance understanding across departments.
- Foster a proactive, data-driven culture that supports efficiency, collaboration, and informed decision-making at all levels.
- Bring strong SaaS financial modelling acumen and expertise to help predict revenue trends across product lines, identifying risks and enabling proactive strategic planning.
- Inform resource allocation using product performance insights, helping to balance growth with sustainability.
- Provide sound and insightful financial reporting and analysis commentary to the board.
- Take a human-first approach to the financial wellbeing of all Widgiters.

## Commercial Finance & Business Partnering

- Act as a key business partner to teams across Widgit, offering commercial finance support that aids in project assessments, pricing models, and revenue optimisation.
- Ensure clarity in financial insights for non-financial stakeholders, empowering them with simple, logical data to inform strategic decisions.
- Understand and model the different revenue streams available to the company to aid with prioritisation.
- Support development of pricing strategies for licensing models and other revenue streams.

## Financial Policy Development & Process Simplification

- Lead initiatives to review, update, and streamline financial policies, with a focus on making complex processes simple and accessible.
- Drive continuous improvements in financial procedures to increase efficiency, accuracy, and transparency, particularly in commercial finance and budgeting.
- Develop, maintain and oversee the Financial Controls Policy.

## Operational Financial Management

- Oversee financial operations, including accounting, reporting, and cash management, ensuring all processes align with Widgit's mission and high standards.
- Monitor financial metrics and produce clear, regular reports to guide executive decisions.
- Support departmental autonomy and decision-making by:
  - Working with department heads to formulate and manage budgets
  - Developing forecasting and reporting processes at the department level

## Risk Management & Compliance

- Identify and manage financial and operational risks, ensuring Widgit's financial security and regulatory compliance.
- Stay abreast of legal, regulatory, and ethical standards, driving Widgit's commitment to integrity.

## Team Development & Leadership

- Build and mentor a collaborative, high-performing finance team, incorporating diversity, inclusivity, and efficiency in line with company culture and values.
- Develop team competencies in data analysis, policy updating, and process simplification to support informed decision-making across the organisation.

## SaaS, Product & Pricing

- Lead the development and oversight of pricing strategies across all product lines, ensuring they are commercially sound, competitive, and aligned with Widgit's mission. Own SaaS metrics (ARR, churn, CAC, LTV, MRR) growth and ensure they are understood and acted upon across the organisation.
- Apply SaaS financial modelling to support product planning, revenue forecasting, and customer value analysis.
- Work closely with Product and Commercial teams to assess performance, shape go-to-market plans, and ensure pricing supports sustainable growth.
- Oversee analysis of the customer value of features, products and tiers to feed back into commercial models.

# Person Specification

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## 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 Widgiters.