





# 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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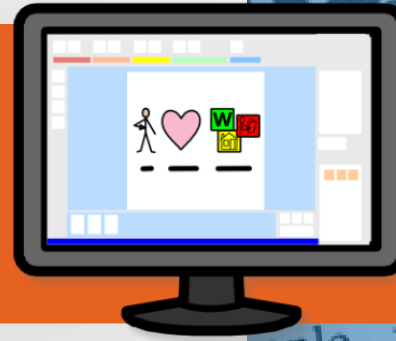
# About Us

What we do, our mission and values





# About 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 >







# 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 large blue ear cups, 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.**

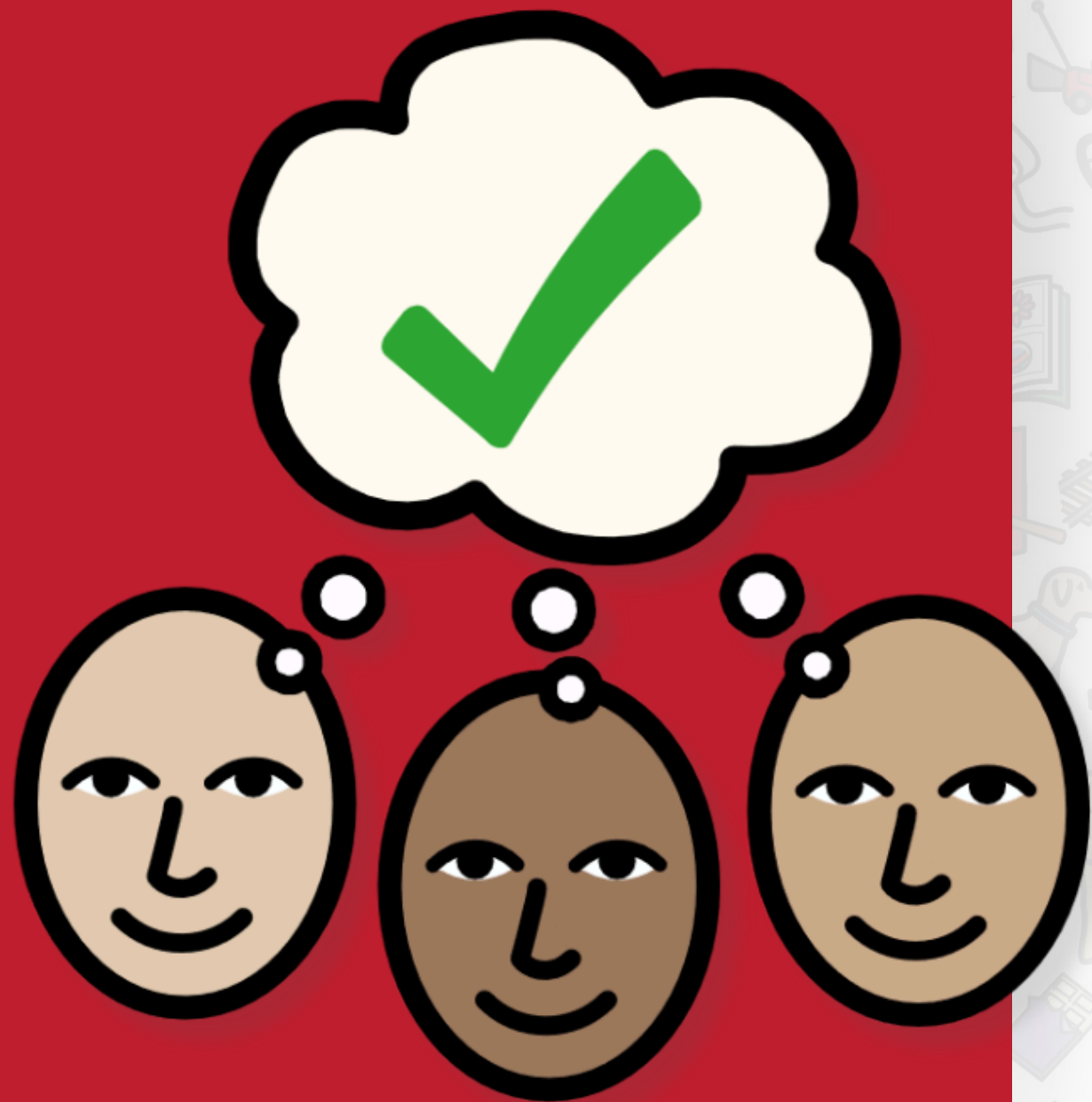
The ability to communicate and understand is a huge part of being human.

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



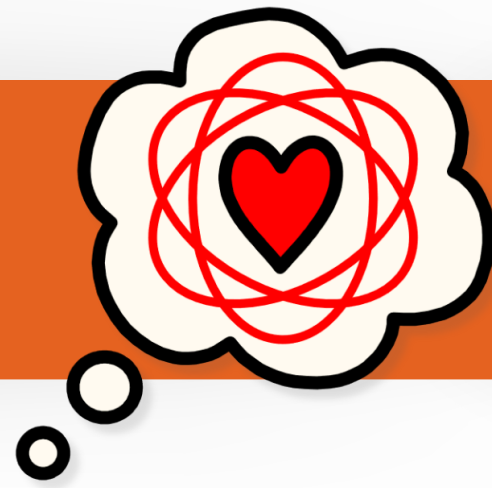
**To be a progressive business that promotes inclusivity and staff wellbeing, environmental sustainability, and community support, showcasing the positive impact a business can have on the world.**

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



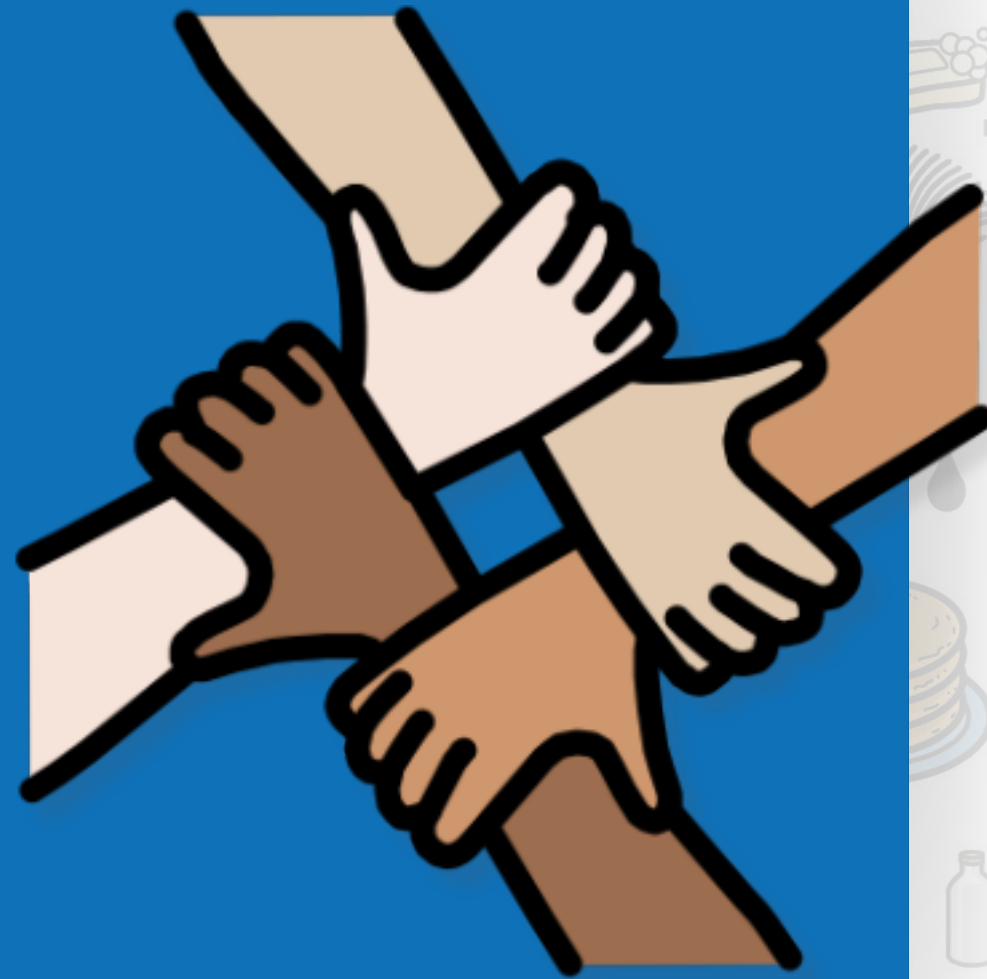
Diversity, equity, and inclusion are fundamental to who we are at Widgit. We're proud to foster a culture that embraces all walks of life, inclusive of the LGBTQIA+ community – with staff joining us from university through to retirement age.

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



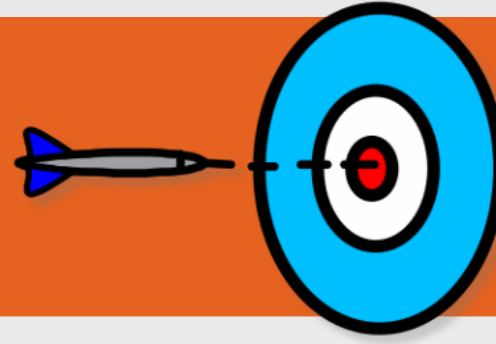
The Digital Marketing Executive will play a key role in executing Widgit's digital marketing strategy, supporting the growth of brand awareness, customer engagement, and lead generation across UK and international markets.

This role blends creative content production with hands-on digital execution, requiring a proactive individual who can deliver high-quality campaigns, optimise performance using data, and contribute to continuous improvement across all digital channels.





# Main Duties



The primary focus of the role is to drive high-quality digital engagement and pipeline growth through content-led marketing, with particular emphasis on:

- Creating impactful, accessible, and engaging video and visual content
- Managing and optimising digital channels (social, website, email)
- Supporting demand generation campaigns aligned to commercial priorities
- Using data and insights to improve campaign performance and user experience
- Ensuring all digital activity reflects Widgit's brand, values, and accessibility standards

This role will be instrumental in strengthening Widgit's digital presence and supporting the customer journey, from awareness through to conversion and retention.





# Key Responsibilities



## Content Creation

- Plan, create, and deliver high-quality digital content (video, graphics, landing pages, blogs) aligned to campaign objectives.
- Produce engaging video content (e.g. product demos, tutorials, customer stories, short-form social content) tailored to different channels and audiences.
- Support the execution of integrated marketing campaigns to promote products, features, and initiatives.
- Ensure all content is consistent with Widgit brand guidelines and accessibility principles.

## Email Marketing and CRM Support

- Support email campaign delivery, including content creation, building, testing, and scheduling.
- Assist with audience segmentation and targeting strategies to improve engagement and conversion.
- Ensure all email activity complies with GDPR and data protection standards.
- Contribute to nurturing workflows and lifecycle marketing initiatives.





# Key Responsibilities



## Social Media

- Support the management and growth of Widgit's presence across LinkedIn, Facebook, Instagram, and YouTube.
- Help develop and schedule engaging, audience-focused content aligned to marketing campaigns and key themes.
- Monitor engagement, respond to comments, and foster an active online community.
- Identify opportunities to increase reach and engagement (organic and paid).

## Website Management and User Experience

- Maintain and update website content across Widgit's current website platform, ensuring accuracy, usability, and SEO optimisation.
- Use HTML/CSS to implement content updates, landing pages, and website enhancements where required, while supporting the transition to a new CMS platform.





# Key Responsibilities



- Support ongoing website development, including campaign pages, content improvements, and optimisation projects.
- Contribute to continuous improvements in user journey, engagement, and conversion rates.

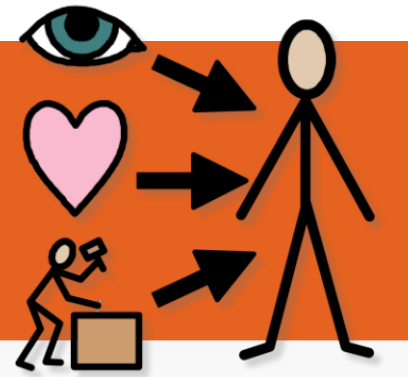
## Collaboration and Continuous Improvement

- Work closely with the Head of Marketing and wider team to support campaign planning and execution.
- Collaborate with internal stakeholders (e.g. Product, Education, Customer Success) to align messaging and priorities.
- Stay up to date with digital marketing trends, tools, and best practices.
- Proactively suggest new ideas to improve performance, efficiency, and creativity.





# Person Specification and Desired Experience



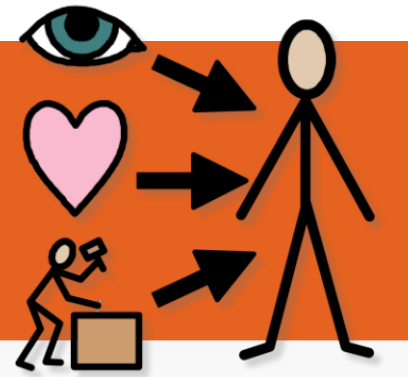
## Skills and knowledge

### Essential

- Proven experience in developing and executing successful digital marketing campaigns.
- Strong skills in video creation/editing (e.g. short-form, social-first content) with tools such as Camtasia.
- Proficiency in design tools such as Canva and / or Adobe Creative Suite.
- Knowledge of HTML, CSS, and JavaScript.
- Experience using CMS platforms.
- Experience with analytics tools (e.g. Matomo, Google Analytics).
- Familiarity with email marketing tools (e.g. Mailchimp, DotDigital).
- Strong communication skills (written and verbal).
- Ability to prioritise workload and meet deadlines.



# Person Specification and Desired Experience

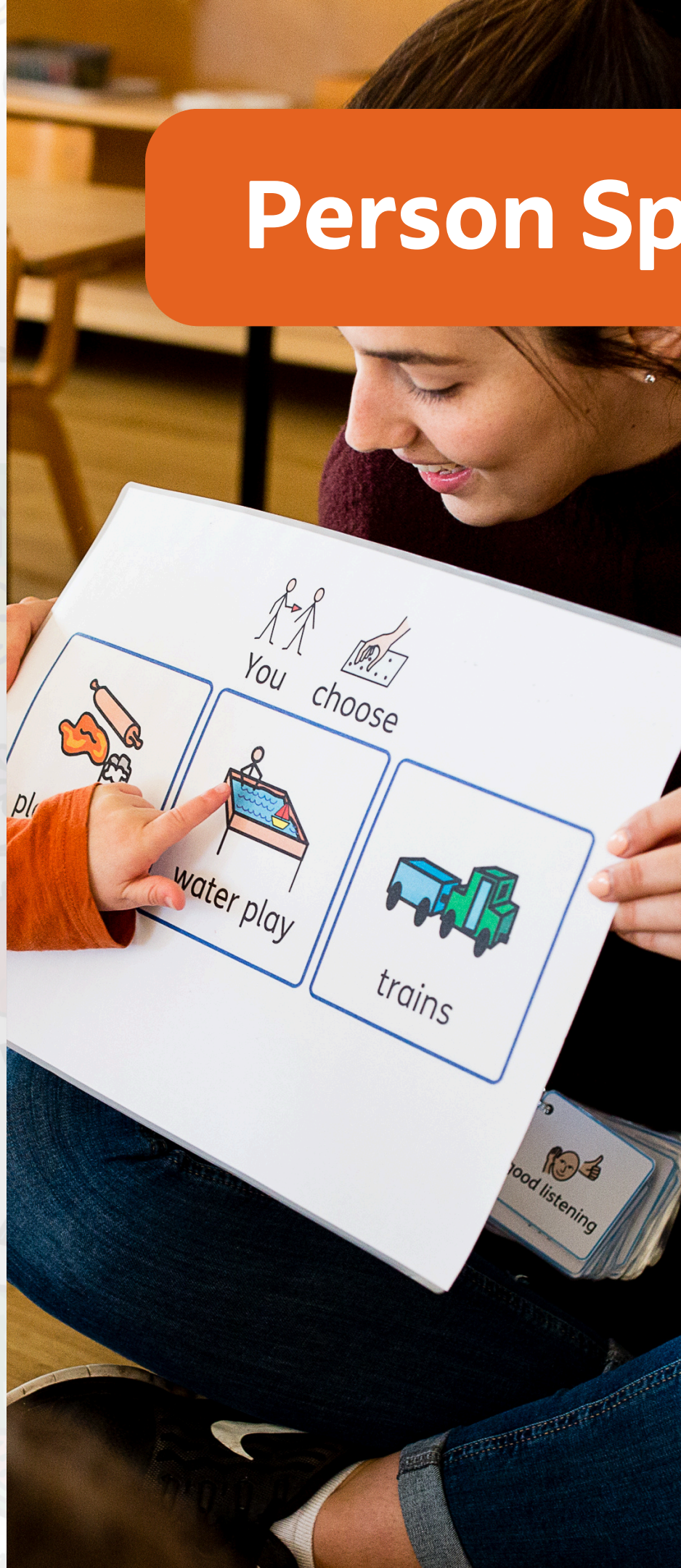


## Desirable

- Experience in the EdTech sector or adjacent education / technology markets.
- Understanding of customer journey mapping and funnel optimisation.
- Experience supporting lead generation or demand generation campaigns.
- Awareness of SEO principles and content optimisation techniques.

## Characteristics

- Creative and proactive, with a willingness to bring new ideas.
- Collaborative team player with a positive attitude.
- Organised and able to manage multiple tasks and deadlines.
- Detail-oriented with a strong focus on quality.
- Curious and keen to learn and develop new skills.
- Strong alignment with Widgit's values of integrity, kindness, and quality.





# 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

- £32–35k per annum



## 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 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

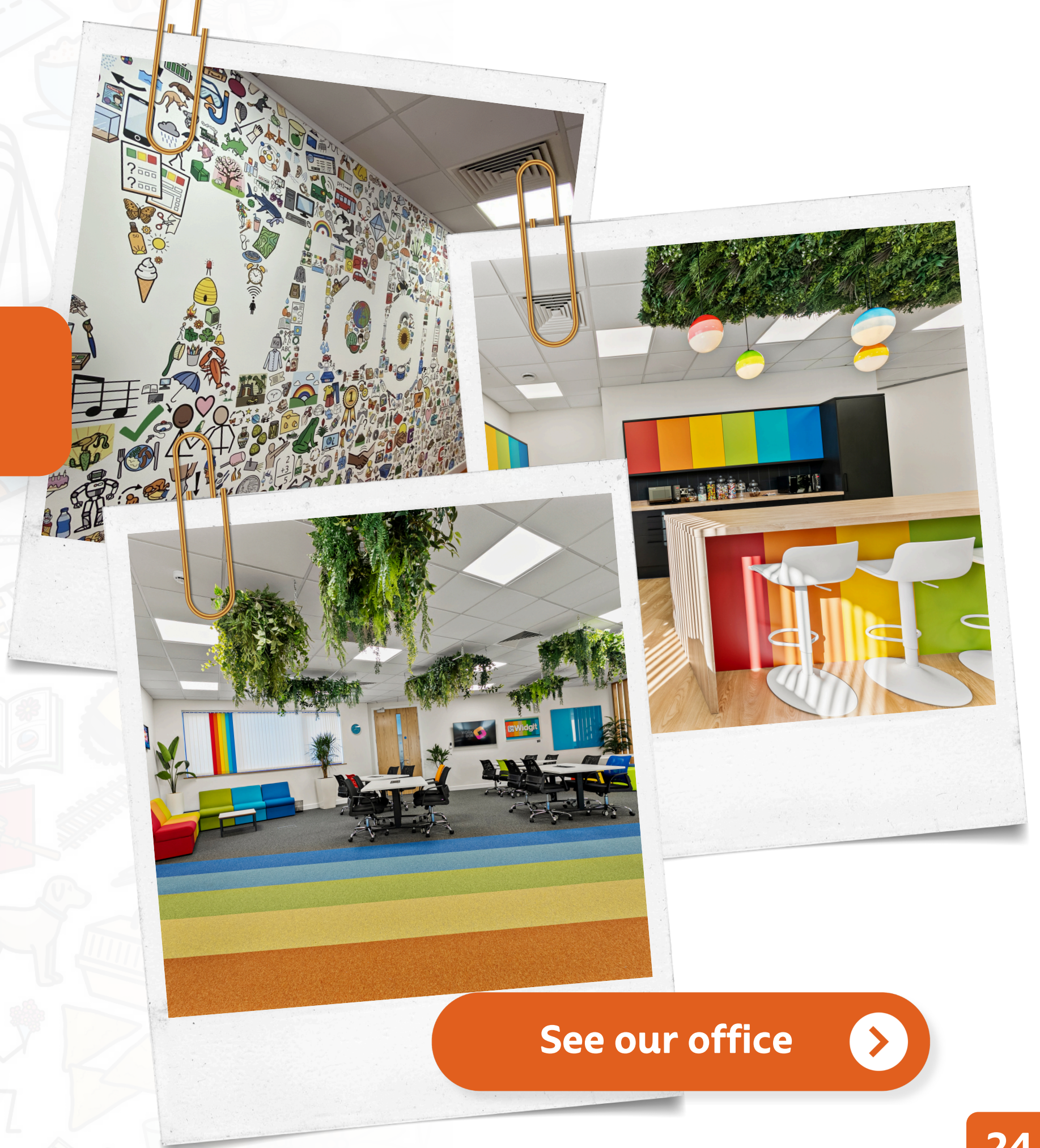
- Job-related training and development



# 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<sup>®</sup> 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**





# How To Apply



If you wish to apply for this position, please supply the following to [jobs@widgit.com](mailto:jobs@widgit.com) by **02/10/2026**:

- 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.

## Interview process

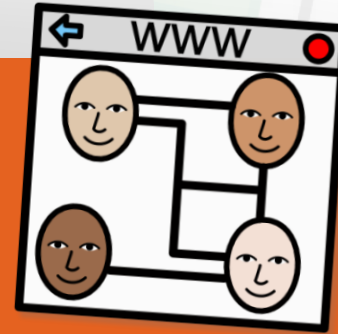
- Stage 1: Teams Culture call (People & Culture)
- Stage 2: Teams Interview (Head of Marketing & Digital Marketing Lead)
- Stage 3: Face to face interview @ Widgit HQ to include a task / Brief / Presentation (Marketing Team and People & Culture)

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://www.facebook.com/widgitsoftware26)

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



/widgitsoftware26



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/widgit-software







[www.widgit.com](http://www.widgit.com)