



Widgit

Head of Education – 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, we want to grow in a way that aligns with our passion for people and the planet – having just submitted our business for B Corp certification.

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 require an experienced leader within the education, health or SALT sector, with a passion for building inclusive learning environments through inclusive communication.

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
CEO

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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.



Where We Are Now



Widgit is approaching 50 employees and 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.

Our Vision



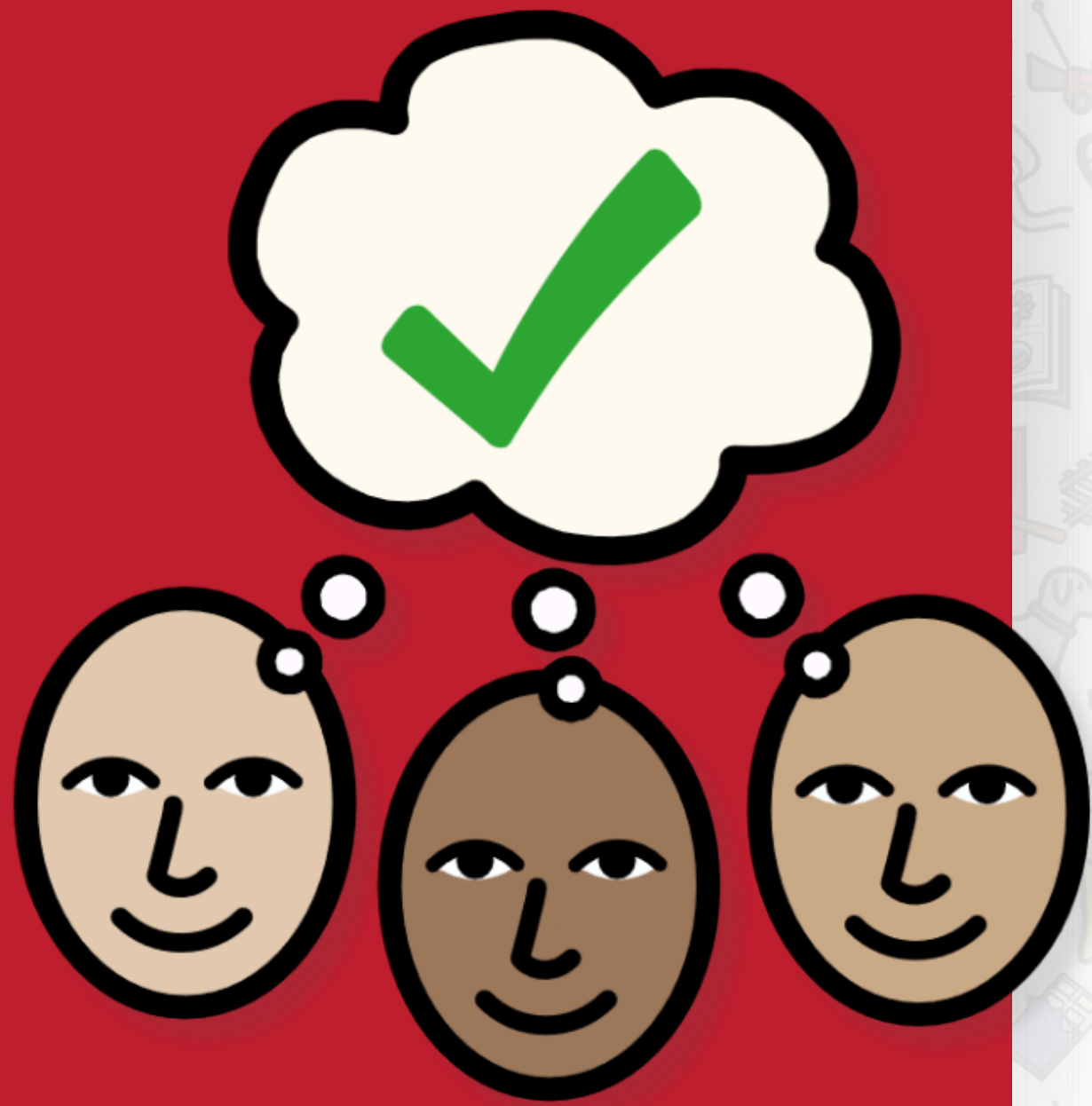
That everybody, no matter what their age and abilities, can communicate and understand.

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

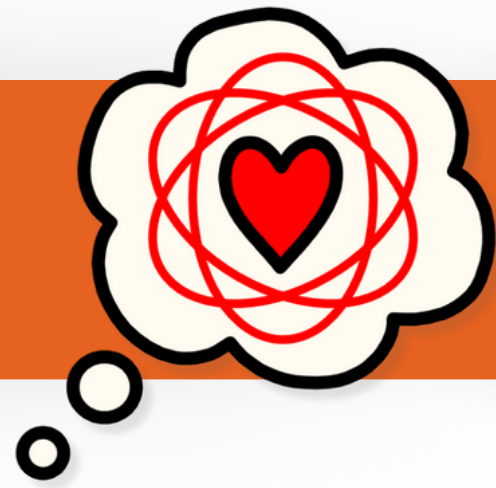


To be a progressive business that promotes inclusivity and staff wellbeing, environmental sustainability, and community support, showcasing the positive impact a business can have on the world.

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



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



As Head of Education, you will be a passionate advocate for inclusive communication – spreading the transformative powers of symbols while leading and inspiring our growing team of education experts. You will oversee the day-to-day creation of quality educational resources that engage and support learners of all abilities.

Your role will involve strategic planning, team management, and collaboration across our product and marketing departments.

You will also deliver external presentations to promote Widgit's mission and vision with gravitas, as well as play a key role in keeping abreast of innovations and trends within the Education sector, ensuring our resources meet the evolving needs of symbol users across all environments.



Main Duties



Insight

Providing expert educational guidance, this role involves developing inclusive resources, training educators on Widgit products, and collaborating across departments to promote accessibility and inclusivity throughout the organisation.

Leadership and management

Leading the Education team, you'll onboard new staff members, manage workload and performance, and foster a positive work environment while supporting the professional development of your team.

Marketing activity and events

Developing engaging marketing materials, this role involves representing Widgit at industry events, collaborating with the PR team, and working closely with the Head of Marketing to create effective marketing collateral.

Project management

Deploying and evolving project strategies, you'll lead and manage a wide range of projects, effectively allocating resources while ensuring the quality and accuracy of all educational resources.



Main Duties



Training and customer support

Delivering product training and sales demonstrations, this role involves implementing training strategies, providing excellent customer support, and maintaining accurate records within the CRM system.

Account management

Supporting our Widgit Centres and seeking opportunities for growth, you'll also collaborate on marketing efforts, build strong customer relationships, and lead the Symbol-Friendly Schools initiative.

International

Driving international expansion by exploring new markets, this role will involve representing Widgit at global events, supporting international marketing campaigns, and ensuring the adaptation of materials for different regions.



Person Specification and Desired Experience



Essential Skills and Knowledge:

- **Expertise:** Has an in-depth understanding and professional experience of the Education and or Health sectors, with a comprehensive understanding of Widgit Symbols and software, including their features and benefits. Has practical and direct experience of working with symbol users.
- **Outlook:** Is open minded, empathetic and enthusiastic. Brings gravitas to their area of expertise. Has resilience when faced with challenging situations, with the ability to step back and establish other paths to the end goal.
- **Detail orientated:** Adopts a methodical and meticulous approach to tasks, with attention to detail and honed project and time management skills.
- **Technical competency:** Has the ability to grasp often technically complex details and explain them in simple terms, offering clarity to ensure understanding.

Person Specification and Desired Experience



- **Communication:** Has a broad range of written and verbal communication styles and approaches, and can tailor a message to each unique circumstance. Enjoys and thrives in networking situations, identifying opportunities to spread the good Widgity ways. Keeps the audience engaged and attentive when presenting in person or online.
- **Leadership:** Has experience of developing direct and indirect teams, with coaching and mentoring skills. Supports teams to deliver projects effectively. Is a keen advocate in the interest of using tech and business for good. Enables others to build confidence and develop their roles. Takes pride in seeing others succeed.
- **Committed to customer success:** Willing to travel domestically and internationally to support customers, prioritising sustainable practices. Takes a balanced approach to the use of direct and indirect communication.
- **Values:** Believes in Widgit values of Integrity, Quality and Kindness and is aligned to living by them.

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...



Salary

- £60,000 - £65,000 per annum, full time



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.
- Tea, coffee, selection of milks, and water cooler provided



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 opening in 2025.

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.



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 by 03/02/2025.

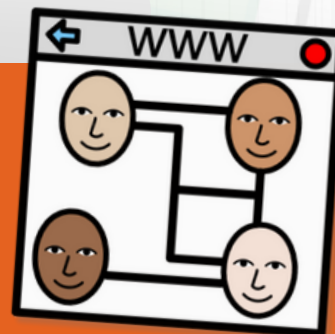
A detailed CV, setting out your career history, with responsibilities and achievements

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.



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