

Head of Education

Job Description

Reports to: CEO

Company Core Values

Widgit's core values are integrity, kindness and quality. Our values underpin everything we do, and we expect you to consider these values in all aspects of your work.

We also believe in using business as a force for good. Widgit is a purpose-driven organisation, and aims to create benefit for all stakeholders (not just shareholders), both now and in the future. We expect you to act with the understanding that we must be the change we seek in the world; our business ought to be conducted as if people and place matter, and through our products, practices and profits, Widgit will aspire to ensure everyone benefits from our output. We are each dependent upon one another and are therefore responsible for each other and future generations.

All members of staff should maintain a positive and considerate attitude in all aspects of their work and in their interactions with others.

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, collaboration across our product and marketing departments, and external presentations to promote Widgit's mission and vision with gravitas. You will also 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

- **Strategic guidance:** Offer expert advice on educational trends, best practices, and accessibility standards to inform product development and marketing strategies.
- **Resource development:** Contribute to the development of innovative and inclusive educational resources that meet the needs of diverse learners.
- **Training and support:** Provide training and support to educators on the effective use of Widgit's products and services.
- **Collaboration:** Work closely with other departments to promote accessibility and inclusivity across the organisation.

Leadership and Management

- **Onboarding and development:** Oversee the comprehensive induction and onboarding of new Education team members, ensuring a smooth transition into the role and a strong understanding of Widgit's mission and values.
- **Workload management:** Effectively plan, delegate, and support the Education team to ensure efficient workflow and optimal resource allocation. Monitor team performance and provide regular feedback and evaluation.
- **Staff wellbeing:** Foster a positive and supportive work environment that prioritises the wellbeing of the Education team. Implement strategies to manage workload, reduce stress, and promote work-life balance.
- **Professional growth:** Evolve and implement a robust professional development plan (PDP) for Education team members, focusing on continuous learning and skills development. Provide opportunities for training, mentoring, and career progression.

Marketing Activity and Events

- **Content creation:** Develop engaging presentations and educational materials for a variety of audiences, including educators, therapists, and parents.
- **Event participation:** Represent Widgit at key industry events and conferences in the UK and internationally, networking with potential clients and partners.
- **PR and media relations:** Collaborate with Widgit's PR agency to create and distribute compelling content, such as articles, guides, and videos, to raise awareness of Widgit and its products.

- **Marketing collateral:** Work closely with the Head of Product Marketing to develop and refine marketing materials, including brochures, flyers, and digital assets, to effectively communicate Widgit's value proposition.

Project Management

- **Strategic planning:** Develop and implement a comprehensive strategy for the creation of high-quality educational resources.
- **Project leadership:** Lead and manage new projects within the Education team, including the development of resources for new products and the creation of new symbols.
- **Resource allocation:** Effectively allocate resources, including personnel and budget, to ensure timely and efficient project delivery.
- **Project oversight:** Monitor project progress, identify potential risks, and implement corrective actions as needed.
- **Quality assurance:** Ensure the quality and accuracy of all educational resources produced by the team.

Training and Customer Support

- **Product training:** Deliver bespoke training sessions where necessary, both in person and remotely, to educate customers on the effective use of Widgit products.
- **Sales demonstrations:** Conduct compelling sales demonstrations to showcase the benefits of Widgit's solutions and convert potential customers.
- **Training strategy:** Develop and implement a comprehensive training strategy to ensure customers are equipped with the knowledge and skills to maximise the value of Widgit products.
- **Customer support:** Provide timely and effective customer support, addressing inquiries and resolving issues to ensure customer satisfaction.
- **CRM management:** Maintain accurate and up-to-date records of customer interactions, leads, and sales activities within the CRM system.

Account Management

- **Business development:** Identify and recruit new Widgit Centres across the UK, providing ongoing support and training to ensure they are equipped with the necessary knowledge and tools to succeed.
- **Marketing and communications:** Collaborate with the marketing team to develop effective marketing materials and promotional strategies to support Widgit Centres.

- **Customer relationship management:** Build strong relationships with key accounts and regularly visit strategic customers to understand their needs and identify new opportunities.
- **Symbol-Friendly initiative:** Lead the Symbol-Friendly Schools initiative, working with schools and organisations to promote the use of symbols and inclusive communication practices.

International

- **Global expansion:** Actively pursue opportunities to expand Widgit's customer base in British international / English speaking schools and government departments, exploring partnership opportunities to expand Widgit's global reach.
- **International events and outreach:** Represent Widgit at international education conferences and exhibitions to showcase our products and services, from in-person demonstrations and training sessions to networking events.
- **Digital marketing:** Support international email marketing campaigns, ensuring targeted messaging and effective communication with potential customers.
- **Language and cultural adaptation:** Work with language and cultural experts to adapt marketing materials and training resources to suit different markets.

Person Specification

Essential Skills, Knowledge and Characteristics

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.

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.