Widgit

Key Account Manager – 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.
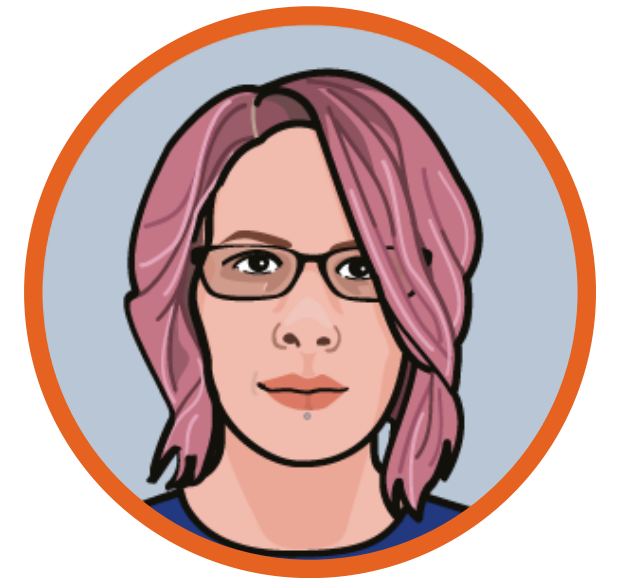
Widgit Symbols were created with one goal in mind: to help people of all ages and abilities understand and feel understood. We stand by this belief today and are committed to doing business for good. As a company from humble beginnings, we want to grow in a way that aligns with our passion for people 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 a proactive, experienced individual who thrives on delivering exceptional customer service, forging valuable relationships, and securing long-term partnerships.

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.

Since 1983

40 Years' Experience

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
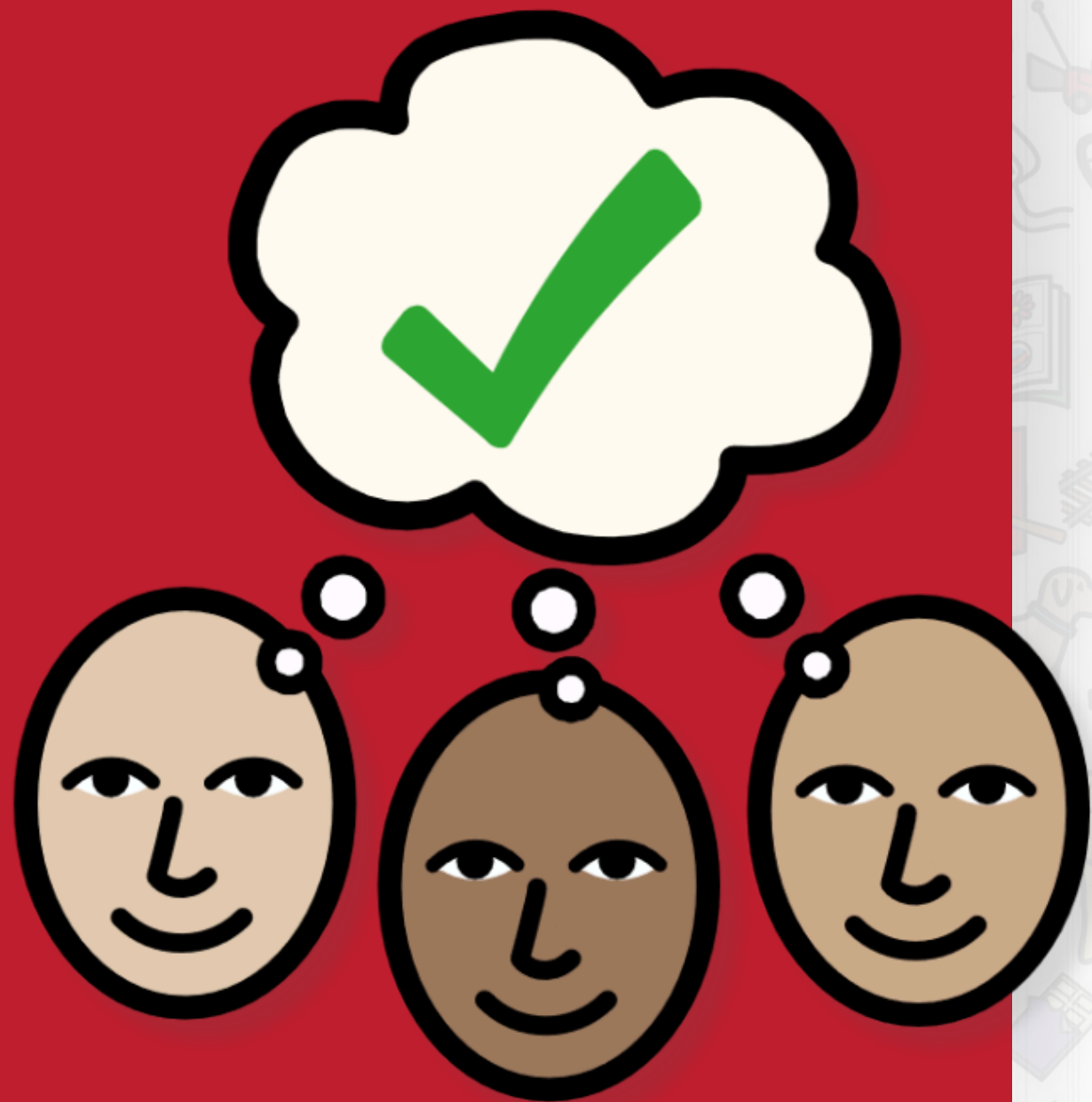
We are Widgit and symbols are our world.

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.
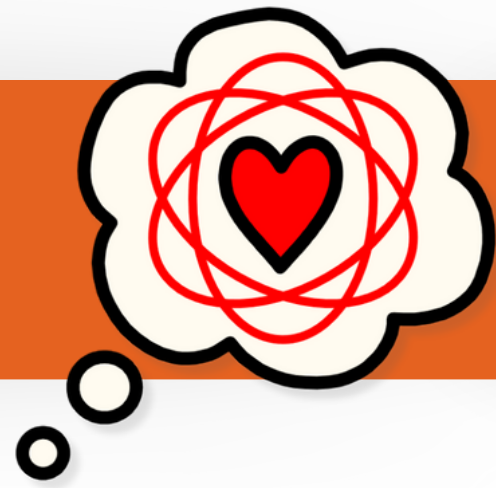
Our Ethos

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.
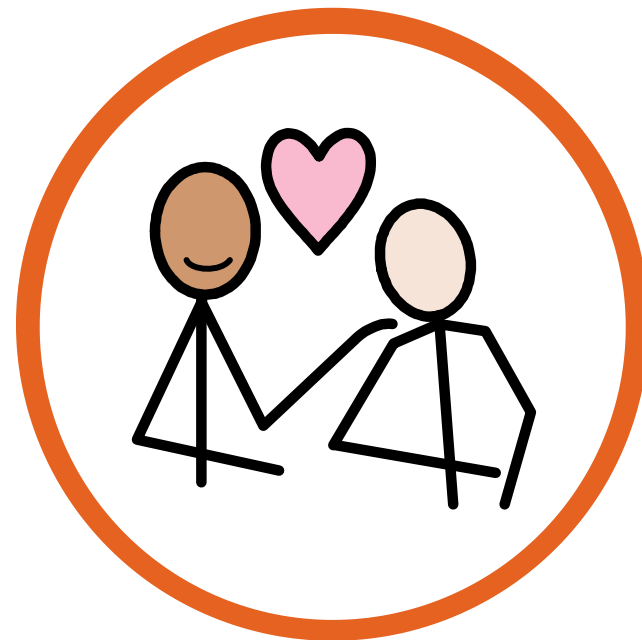
Our Values

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
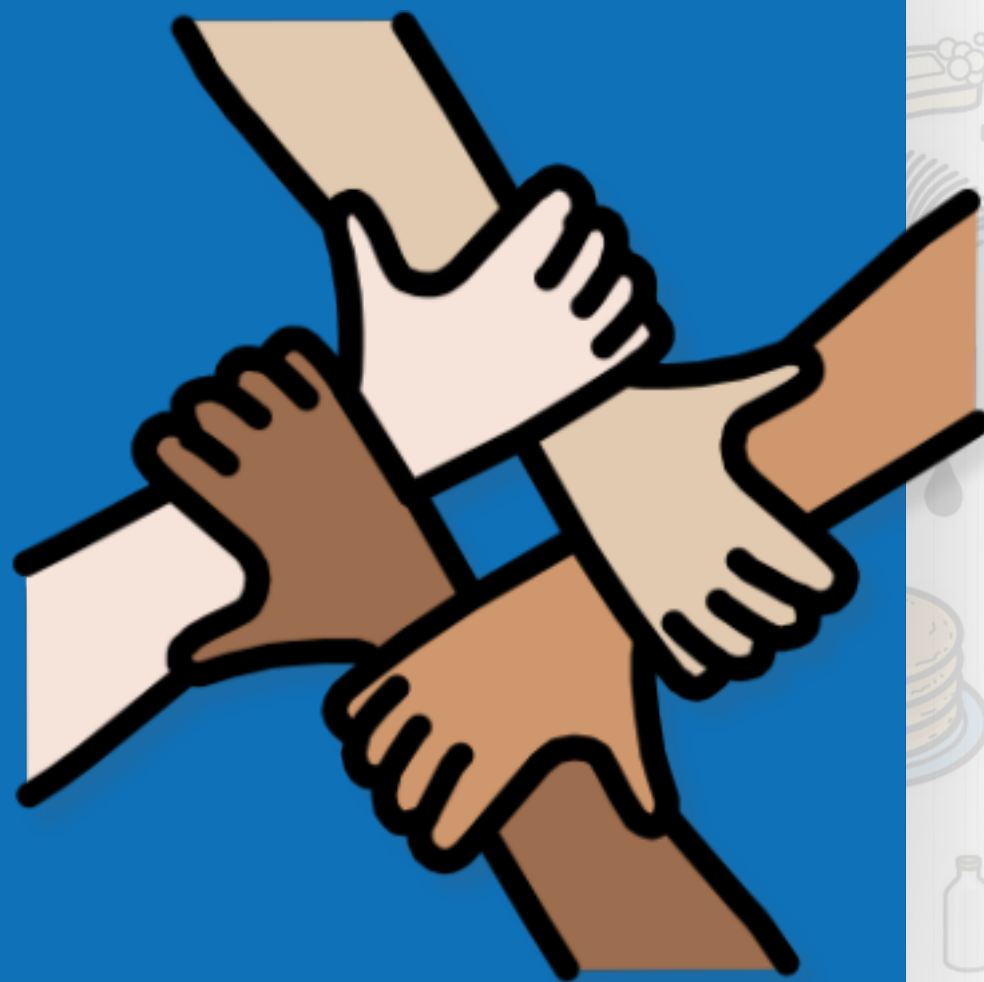
We are committed to increasing diversity and inclusion within our team. We therefore welcome applications from anyone regardless of disability, ethnicity, heritage, gender, sexuality, religion, socio-economic background or other difference.

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 upmost to accommodate any reasonable adjustments / requirements.

About You

About the role, responsibilities and experience

Job Purpose

As Widgit continues to expand, our unwavering commitment to delivering an unparalleled customer experience remains at the forefront. We're looking for an experienced and technically astute Key Account Manager to join us in our mission to provide the very best support and service to our valued customers.

With our dedication to excellence, we're steadfast in ensuring that each interaction with our customers exceeds expectations, and at all times is 'Widgity'.

You will be responsible for managing our diverse product portfolio, which includes our enterprise-level SaaS subscriptions, complex licensing agreements, as well as our customisable fixed-fee project solutions. Your role will require expert navigation of both subscription-based services and standalone project deliverables to ensure optimal value for our customers.

As a technically proficient Key Account Manager, you'll serve as a crucial bridge between our customers and our product development teams. Your deep understanding of both customer needs and technical capabilities will enable you to effectively translate business requirements into product solutions.

Job Purpose

As a Key Account Manager, you'll be instrumental in guaranteeing our key customers' satisfaction and success with our products. Serving as their main point of contact, you'll guide Widgit's top accounts through every stage of their journey—from initial onboarding and implementation to continuous support and account management. By fostering strong relationships and understanding our customers' needs, you'll actively enhance satisfaction levels and identify opportunities for retention.

Your technical acumen will be essential in conducting meaningful discovery sessions, validating complex technical requirements, and providing sophisticated product insights. This technical expertise will enable you to identify and articulate product enhancement opportunities that align customer needs with development capabilities.

In addition to managing existing key accounts, you will proactively seek new business opportunities by engaging Multi Academy Trusts where Widgit is already used by individual schools but does not yet have a centralised contract.

Job Purpose

You'll also be responsible for prospecting and engaging with Multi Academy Trusts, Local Authorities, and other high-potential organisations that are not yet customers, with the goal of converting them into new, long-term partners.

Not only will you excel in delivering exceptional support to our customers, but you'll also take on a leadership role in sharing best practices across the business.

Drawing from both your commercial and technical experience, you'll proactively identify successful strategies and approaches, helping to bridge the gap between customer requirements and technical solutions.

Key Responsibilities

This role serves as the primary technical and strategic point of contact for key accounts, including large educational institutions and international groups.

You'll act as a liaison between customers and internal teams, translating technical needs into actionable insights and conducting assessments to identify product improvements and integration opportunities.

You'll lead technical discovery sessions, support pre-sales discussions, and develop a deep understanding of each account's unique requirements to drive renewals, retention, and expansion. Proactively engaging with customers, you'll identify upselling and cross-selling opportunities, manage contract renewals, and establish centralised agreements.

Furthermore, you'll develop outreach strategies and collaborate with marketing and education teams to enhance brand visibility and customer engagement.

# Person Specification and Desired Experience
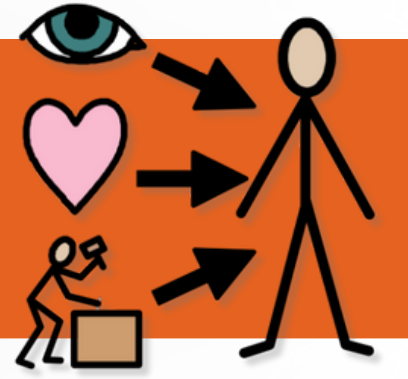
Characteristics

- Proactive with a passion for delivering exceptional customer service.
- Self-motivated and self-managing enough to remain engaged and productive whilst working remotely.
- Patient and supportive manner.
- Positive attitude.
- Team player.
- Results oriented.

Person Specification and Desired Experience
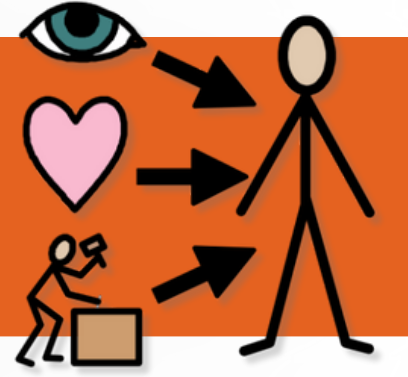
Essential Skills and Knowledge

- Advanced digital literacy with the ability to quickly understand and articulate complex software functionalities.
- Demonstrated experience in translating technical requirements between non-technical stakeholders and technical teams.
- Comfortable navigating and understanding software development concepts, product roadmaps, and technical specifications.
- Ability to provide clear, precise technical feedback and feature recommendations.
- Proficiency in interpreting user experience challenges and translating them into actionable technical insights.
- Proven experience in customer success / key account management role or similar.
- Strong organisational skills to manage multiple accounts and prioritise effectively.
- Edtech experience with Multi Academy Trust experience desirable.
- Comfortable with proactive outbound conversations.
- Strong interpersonal and communication skills, adept at building rapport with customers.

Person Specification and Desired Experience
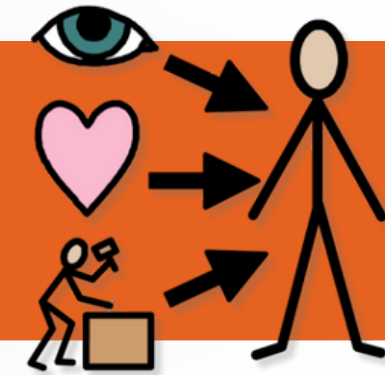
- Proficient in using CRM tools to manage interactions and track customer data.
- Experience in the SaaS / software / educational tech space.
- Excellent problem solving / analytical skills.
- Proficient in documenting customer issues and resolutions accurately.
- Attention to detail to ensure thoroughness in all tasks.
- Ability to prioritise workload, self-manage and track time effectively.
- Strong documentation skills.
- Willing to travel and attend events as needed.

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
- Up to £55,000

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 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 **03/04/2025** at **4:00 PM**.

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 closing deadline: 3rd April, 4:00 PM
- First round interviews (Teams): w/c 7th April
- Final interviews: w/c 21st April

Check Out Our Socials
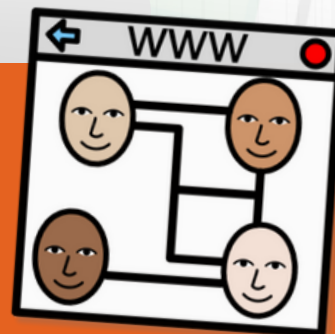
Discover the latest updates, news, and insights about our work and initiatives.

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Widgit

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March 2025