

Recruitment of Freelance Trainers & Content Writers

McCrudden Training is seeking to increase the number and range of freelance trainers and content writers on our register. As part of our business growth strategy we are seeking to identify, recruit and induct new freelance Associate trainers across London and the South East.

We are interested to meet:

- **Subject matter experts:** individuals with an in-depth knowledge of a particular area (see below for our particular areas of interest)
- **People with relevant experience:** recent industry experience linked to your area of expertise
- **Confident, lively people with a genuine enthusiasm for their subject:** we are not necessarily seeking certified or experienced trainers. We can teach you all we need to know about how adults learn
- **Innovative, creative individuals with a fun personality:** we believe that laughter lubricates learning, and we use many creative and playful approaches in our learning. So our trainers need to have a great sense of humour and a playful personality. It is important to us that our activities are delivered with authenticity. We know that not everyone is comfortable in this approach, and that's why we are looking for a particular personality.

McCrudden Training has a very specific brand, as such we are not looking for:

- Generalist trainers (trainers who teach a wide range of subject areas to a basic to intermediate level)
- Experienced trainers with a strong personal view on training style (except where those trainers with a commitment to *Accelerated Learning* principles, aka '*Brain Friendly Training*')
- People who would not be comfortable using games and fun activities as a mode of teaching. We don't want to ask people to deliver a style of training that doesn't come naturally to them.

Particular areas of interest:

We are open to discussions from individuals interested in a range of training topics. However, we are particularly interested to hear from individuals with expertise in the following areas:

- Leadership and Management (including senior management experience)
- Managing projects and programmes
- Customer service
- Compliance topics (Health & Safety, Data Protection, Fire Safety, Safeguarding)
- Change management
- Communication skills
- Health care experience

Or any course that comfortably fits under the headings of

- compliance training
- leadership/management
- personal development topics

Please visit our website www.mccrudden-training.co.uk for an indication of the types of training we currently provide.

Please note as a company, there are some topics that we do not offer training in. These include, but are not limited to:

- Finance
- HR
- IT/computing
- Door Supervisor or other security type training
- BIIAB Personal Licence Training
- Apprenticeships or key skills

If you're not sure about delivering training, we're also looking for content writers to work in our Eastbourne office, helping us to write and up-date our training courses on an ad hoc basis.

McCrudden Training - who are we?

McCrudden Training Ltd is a young and vibrant training, coaching and consultancy company based in Sussex with a client base that spans both the private and public sectors. The majority of our training work is delivered across London and the South East of England, though we have a small number of clients in other parts of the UK.

Since our launch we have worked hard to develop a strong reputation for creative, engaging and enjoyable learning for adults (brain-friendly training). It is this commitment to creativity that has lead to us winning a number of awards including becoming finalists in the National Training Journal Awards.

For further information on our vision and philosophy please visit our website: www.mccrudden-training.co.uk

We are currently applying for numerous contracts and launching a number of marketing initiatives. We are seeking to expand our list of approved trainers/consultants in preparation for the predicted growth in business.

Why join us?

This is a fantastic opportunity for the right people, with the right industry experience, subject matter expertise and the right personality to develop their skills and experience as a trainer. Not to mention the opportunity to join a successful and growing consultancy company as an Associate.

As part of an emerging leader in training provision, you'll have the chance to deliver workshops to some of our existing clients, and be part of the future growth of the company.

How do I get involved and what do trainers/content writers commit to?

We believe that it's important to match the right *type* of trainer to our organisation. We have a strong brand identity in our style of training delivery, and experience has taught us that working with trainers and content writers who aren't comfortable with that style won't work for us, for our clients or you. So, we put effort into recruiting the right freelancers so that we know we'll all get along! Therefore, if you're interested in joining our team there are a number of steps to go through!

Firstly you'll need to send us a CV and statement (see below). From there we'll invite a selection of trainers to join us at an assessment session. At this session we'll ask you to give us a short presentation/training activity and/or work with others to develop a training activity. We'll then have a chat about our style and expectations of each other. This competitive selection process will take place on **Monday 20 February 2017**.

If selected, and you feel you'd like to work with us, we'll provide you with an induction training day. This one day course is mandatory for all our new trainers. This ensures all our team have the same base level of knowledge, have experienced attending one of our courses and understand our style.

There is no fee payable to attend this training day, but we don't charge you either. It's a show of good faith on both parts and it is mandatory before delivering training for us.

All Associates sign our Contract for Services, and provide copies of relevant paperwork.

What next?

If you're interested in applying to join us, please email:

- An up-to-date CV detailing relevant industry experience, qualifications, IT literacy, a membership of any professional bodies and details of the topics you would be interested in providing training in
- A personal statement/covering letter saying:
 - Why you're interested in training / content writing
 - Why you would like to be part of the McCrudden Training team
 - Evidence of excellent communication and inter-personal skills, particularly involving innovative approaches
 - Any experience of speaking, training, presenting or facilitating diverse groups of people

to nicky@mccrudden-training.co.uk

If you just want to have a chat about whether this opportunity might be for you, please contact us. Phone: 01323 886138

Closing date: Friday 3 February 2017



We make a
difference



We look at
training
differently



We are
masters
of our **industry**



Our enthusiasm
stimulates
and **inspires**