

## Talking Mats External Associate (part time, time limited appointment)

Talking Mats Social Enterprise would like to appoint a Talking Mats External Associate in the North West of England in order to extend access to resources and training in this part of the country.

This role would

- generate interest and business in the North West of England in Talking Mats with a focus on children and young people, particularly the promotion of the use of Talking Mats in the SEND(Special Educational Needs and Disability) reforms
- work with Talking Mats to promote a marketing seminar in the North West
- work with Talking Mats to run training and establish a base for a North West training programme
- increase sales in Talking Mats in the North West of England

### Person specification

Person Specification	Essential	Desirable
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• Talking Mats trained</li> <li>• Degree qualification</li> <li>• Relevant professional qualification</li> </ul>	<ul style="list-style-type: none"> <li>• Talking Mats Accredited Trainer</li> <li>• Business qualification</li> <li>• Driving licence</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Extensive experience of using Talking Mats in health and education settings</li> <li>• Detailed knowledge of the SEND reforms</li> <li>• Leading and managing projects on budget and on time</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing and sales</li> <li>• Small business</li> <li>• Training</li> <li>• Projects /publications using Talking Mats</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>• High level networking skills and good local knowledge of education services in North west England</li> <li>• High level communication and interpersonal skills</li> <li>• Competent computer skills and knowledge of software packages</li> </ul>	<ul style="list-style-type: none"> <li>• Social media skills</li> <li>• Advanced IT skills</li> <li>• Able to demonstrate converting leads and contacts into sales</li> </ul>
<b>Other</b>	<ul style="list-style-type: none"> <li>• Initiative, motivation and self confidence</li> <li>• Able to work at arm's length from</li> </ul>	

	<p>Talking Mats limited</p> <ul style="list-style-type: none"> <li>• Established network of contacts in Education and Health in the North West England</li> <li>• Able to travel as required</li> </ul>	
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The person appointed would be appointed in the first instance for 15 days up to @200 a day on a self-employed basis . This would run from appointment to September.

Reasonable travel expenses would be covered. Talking Mats will provide a complete set of resources including the Digital Talking Mats to the successful candidate.

The participant would be expected to draw up a work plan jointly with Talking Mats and then use his/her own initiative to deliver it. S/he would liaise with Talking Mats and provide regular updates.

Success criteria

Demonstrate at least 6,000 pounds of consultancy, training and resource sales in the first six months and be able to give guidance to Talking Mats on the next steps to ensure business growth.

To apply please send to [lois@talkingmats.com](mailto:lois@talkingmats.com) by the 28<sup>th</sup> Feb 2016

- Your CV
- A covering letter which demonstrates your qualifications, knowledge, skills and experience as per the job specification
- Please send a short outline on your approach to fulling the role (no more than a A4 sheet )

Interviews for the shortlisted candidates will be via Skype on the 7<sup>th</sup> March in the afternoon