

**CLEAN
BREAK**

A photograph of two women in traditional legal robes and wigs shaking hands on a stage. The woman on the left is Black, and the woman on the right is white. They are both smiling. In the background, a large, ornate mural is visible, and a group of people is seated on the floor, watching the event. The scene is lit with warm, stage lights.

**Sales Manager
Recruitment Pack**

Welcome!

Thank you very much for your interest in the role of Sales Manager at Clean Break.

This is a full time, permanent position, paying £31,000 - 35,000 pa dependent on experience.

Because our work is about highlighting women's experiences and providing gender-specific services to women, all of our positions are open to women only (exempt under Equality Act 2010 Schedule 9, part 1).

We hope that this pack will give you plenty of information before you apply. Our website (cleanbreak.org.uk) will also give you lots of background on our company and our work.

We want everyone who believes they meet the Person Specification to feel comfortable and confident in applying for this role. It is our responsibility to make the application process accessible, and to give you the information you need to decide whether you might apply.

So, if you require the pack or any further information in a different format, or have any questions before you apply, please get in touch through recruitment@cleanbreak.org.uk and you'll hear back from us.

The deadline for submitting applications for this role is 12 midday on Monday 9th of September.

Good luck with your application and we look forward to hearing from you.



About Clean Break

Clean Break is a women-only theatre company making transformative theatre in prisons, in the community, and on stage. We were founded in 1979 by two women in prison who believed in the power of theatre to change lives and tell the stories of women in the criminal justice system.

Our vision is of a society where women can realise their full potential, free from criminalisation.

Clean Break is a company for all women (this includes cis, intersex, and trans women) and our women-only identity is crucial to our rationale. The treatment of women by the criminal justice system is one of the clearest demonstrations that our society is still unequal and that women are judged by different standards to men. This treatment is intersectional, and so equity and inclusion sit at the heart of all our work and ways of working. It is for this reason that we work in a women-only setting and use an exemption allowed within the Equalities Act to employ only women in our organisation (exempt under Equality Act 2010 Schedule 9, part 1).

It is our belief that theatre enables women to challenge their oppression by society in general and by the criminal justice system in particular. We also recognise that the theatre industry remains a sector dominated by those from positions of privilege and power. Our mission requires us to challenge exclusion in the sector and make it a space where all women are represented and feel like they belong, can work and thrive. Having these voices is essential to the life of theatre.

Equal Opportunities

We strongly believe that your lived experience enhances what you bring to a professional setting. We want women from a broad range of diverse backgrounds with a cross section of skills, experiences, and narratives to extend and develop how we work.

The UK's cultural workforce does not represent the diversity of our society – far from it. We know that many women face multiple barriers when looking to begin or progress a career in the arts, for all sorts of reasons. We recognise that you are even more likely to have faced barriers, in our sectors and others, if one or more of the following represent you:

- You have lived experience of the criminal justice system, this means personal (not professional) contact with probation, prison and/or the police, or that you have been at risk of entering the criminal justice system because of alcohol or drug use
- You are from the global majority [1]
- You don't have social or financial privilege, and/or you identify as working class
- You identify as D/deaf or disabled or both

and we warmly welcome your application.

[1] a collective term that first and foremost speaks to and encourages those so-called to think of themselves as belonging to the global majority. It refers to people who are Black, Asian, Brown, dual-heritage, indigenous to the global south, and or have been racialised as 'ethnic minorities'. Globally, these groups currently represent approximately 80% of the world's population making them the global majority

Positive action:

We have specific positive action in place for our interviews. If you have lived experience of the criminal justice system [2] or you identify as D/deaf or disabled, you can choose whether you would like us to apply our positive action policy when reviewing your application – you just need to answer yes to the question in the application portal. If you answer yes, this means that, if you have clearly shown in your application that you meet our minimum criteria, you will be invited for an interview.

We do not ask you to disclose any further details in your application, and we treat all positive action answers confidentially and sensitively. Please read our separate Criminal Records Disclosure Information for Job Applicants if you would like to know how you can disclose further details about a criminal record during the application process.



[2] By lived experience, we mean that you have had personal (not professional) contact with probation, prison and/or the police, or that you have been at risk of entering the criminal justice system because of alcohol or drug use. 4

What we value

We have core company values which guide and shape how we work:



We seek out women who share and live these values.

Our team members are passionate about social and racial justice and about improving the lives of women with lived experience of the criminal justice system. We believe strongly in the power of theatre to transform lives. We know that women's careers take many different paths for all sorts of different reasons. We support and celebrate this.

You don't need to have an arts qualification, or a university degree or college education, to work with us.



Who do we need for this role?

We're looking for an enthusiastic and proactive Sales Manager to support Clean Break's commercial income generation, managing sales and marketing to maximise income potential. If you feel excited about increasing hires of our newly refurbished spaces and expanding the reach of our exceptional expertise, we want to hear from you!

You will bring experience of sales and marketing in the cultural, charitable or social enterprise sector and a proven track record of achieving sales with new and existing customers. You will understand the close connection of our charitable cause to our need to generate revenue to continue our work. You'll have excellent skills in engaging customers, with experience of converting interest into sales and a talent for writing sales copy for different target markets.

You'll have a hands-on approach to sales with experience of working towards targets and will be skilled in monitoring finances for the development of concise reporting and sales projections.

You will be pivotal in securing new business for Clean Break's training and hires offers, delivering marketing plans that work alongside our creative ambitions and developing lucrative relationships with a variety of organisations and businesses.



Earned Income Generation at Clean Break

Clean Break is investing in developing income streams from our enterprise activities. This specifically includes the income generated from our building through hires and expertise with training and events.

We are reliant on generous support of voluntary income from donors, corporates, trusts & foundations, and grants. These are sourced by our Development team, with support and input from colleagues across the company. We also generate income through box office sales and touring productions, and the delivery of activities through service level agreements or grants like our research projects or work in criminal justice sectors. These income streams are held by our project managers and producers as they are closely linked to delivery of our creative work.

Whilst we see great success in these areas of income generation, our sustainable business model relies on significantly growing our enterprise activities from hires and training within the next two years and sustaining steady growth long term. This is a company priority, with enthusiasm for success in this area spanning across the company led by the Head of Finance and Operations.

Our building is a freehold former piano factory in Kentish Town North London which was renovated in 1998 as offices, studios and garden. Most of our spaces are women-only during the delivery of our Members programme which runs Mondays-Wednesdays 9am-5pm.

We are investing in our building through a capital renewal programme over the next year to enhance its trauma-informed design, make it more accessible and improve its environmental sustainability.

Alongside being a home for much of our artistic and creative activities, the building delivers a programme of hires and rental income. Most of the hire income is generated through the studios used for rehearsals and classes. We have a small loyal customer base and a modest but steady stream of new customers. Pre-covid income reached £120,000 per annum through space hire and we aim to grow this income again by 2026 (last year's income reached £34k).

Our leadership activities are how we share the practices and specialist expertise that Clean Break has developed over the past 20+ years. This includes creative facilitation, wellbeing and resilience, trauma informed practice, and lived experience participation. In 2018 we expanded training to community and artist practitioners, corporate clients and the public and have seen successes and challenges across the different offerings. We are building this area of our enterprise activities, to achieve a dual purpose of sharing our expertise and generating income to increase our financial sustainability. The balance of those purposes is key to success in this area.

The incoming Sales Manager will be essential for guiding Clean Break to create impactful sales campaigns and approaches that help us achieve our ambitions and a sustainable income model.

Job Description

Enterprise Culture

- Support the Head of Finance & Operations to develop and embed a culture of generating enterprise income that is balanced with the artistic and charitable aims of the company.
- Collaborate with colleagues to develop our commercial offers, contributing market insights and financial data to ensure profitability and competitiveness.
- Review and develop dynamic pricing strategies for all enterprise activities.
- Evaluate the experience of customers, ensuring they are supported and taken care of from the point of sale through to delivery and feedback - working closely with colleagues who deliver activities.

Marketing: enterprise activities

- Produce marketing assets and digital content for enterprise activities, working closely with the Communications team (and occasionally consultants/freelancers).
- Develop marketing plans for enterprise activities that are coordinated within the company communications plans and timelines.
- Carry out market research to hone Clean Break's target markets for hires and training and feed into the enterprise marketing strategy and plans.

Sales: enterprise activities

- Broker and build relationships with businesses, charities, networks and training providers that align with Clean Break's values.
- Lead the cultivation and management of high value hire and event enquiries at Clean Break, converting interest into sales and then into referrals, working closely with the Operations Manager and Producers.
- Identify opportunities to create revenue through merchandise and Clean Break's HUB (online platform).
- Develop a system for chase and trace to ensure that prospective business is well held and that connections through our community are maximised.

Finance and Reporting

- Regularly review and report the financial performance of enterprise income activities, identify any gaps, and ensure pro-active measures are taken to achieve targets.
- Demonstrate a thorough understanding of the Enterprise targets, working closely with colleagues to ensure that income is achieved, and expenditure is well managed with an eye on the return-on-investment ratio to income.
- Make best use of the new Salesforce database to identify leads and generate understanding of existing and potential customers.
- Support the capture and analysis of evaluation data, to inform the development of enterprise activities (training and hires) and contribute to reports.
- Monitor financial performance against targets, analysing trends and supporting the Head of Finance and Operations in preparing board papers on earned income.

Culture & Values

We ask all staff to contribute positively to the company culture by:

- Participating in our actions to improve equity and inclusion for all women, particularly in relation to delivering on our anti-racism action plan and on our commitment to include our Members more fully in the life of the company.
- Upholding and celebrating the company's values of compassion, collaboration, creativity, courage and equity.
- Demonstrating and encouraging excellent communication with colleagues.
- Engaging positively with team development initiatives, wellbeing and social activities.
- Attending and championing events, activities and productions produced by Clean Break.
- Getting involved with the recruitment and welcome of new colleagues, volunteers and trustees.

Other

- Think and work sustainably and contribute to our climate justice actions.
- Maintain confidentiality and adhere to Clean Break codes of practice and policies.
- Carry out other duties as reasonably required.



Person Specification

This is the section you will refer to the most during the recruitment process. Below, we have listed the specific skills, knowledge and experience we are looking for.

1. Marketing:

Experience of delivering a marketing plan that achieves success in sales and an understanding of the process for devising new marketing plans.

2. Communication:

A clear and compelling communicator (both written and verbal) with a robust understanding of the role of storytelling and good design for achieving success in sales.

3. Sales:

Demonstrable success in negotiating sales with prospective and existing partners and customers.

4. Team Player:

A strong understanding of working across teams and hierarchies, with the ability to work collaboratively with colleagues to deliver against targets.



5. Finance:

Ability to create financial reports that generate business development-related insights and data and an aptitude to present financial data clearly.

6. Attention to detail:

Strong attention to detail, particularly in reviewing copy; precision approach to work.

7. Design:

Creative aptitude and interest in designing producing and/or reviewing marketing assets and social media content to promote sales.

8. IT:

High level of Office365 competency, familiarity with website and social media platforms, and CRM database experience.

9. Balance:

Strong commercial drive and awareness, whilst able to balance this with the cultural and artistic needs of the charity.



Contract Terms & Benefits

Job Title	Sales Manager
Reports to	Head of Finance and Operations
Contract type	Full time permanent employment
Working hours	35 hours a week Monday to Friday, 7 hours a day excluding lunch breaks. Core office hours are 10am-4.30pm, with start and finish time flexible around these core hours. Some evening work will be necessary, for example attending board meetings or events. Any overtime to be agreed in advance and compensated through time off in lieu (TOIL).
Rate of pay	£31,000 - £35,000 per annum, dependent on experience
Probation period	6 months (as for all permanent positions)
Notice period after probation	8 weeks
Annual leave allowance	25 days plus 3 days for our Christmas closure period; plus public holidays
Location	Hybrid: combining office based in Kentish Town North London with some home working and some London-wide and occasional national travel. We ask staff to commit to a minimum of 2 days per week in the office.

Physical access	The cobbled street outside our building is uneven with parked cars; care is therefore needed when accessing the building by wheelchair or with other physical aids. The building itself has been designed to be wheelchair accessible throughout and all spaces can be accessed step-free.
Pension scheme	Scottish Widows pension scheme: for eligible staff, Clean Break will contribute 3.5% of your salary when you contribute at least 5% of your net salary
Other benefits	Employee Assistance Programme, training budget, cycle to work scheme, social moments, wellbeing activities
Pre-work checks	Two satisfactory references; Evidence of right to work in the UK; Basic Level DBS check - see below

This role involves access to personal data and systems and working in a building where the safety of everyone on site is essential. For these reasons, we will request a Basic Level Check from the Disclosure & Barring Service (DBS) after any conditional offer of employment.

A Basic Level Check will only show convictions and/or conditional cautions that are not ‘spent’. For more information on how long it takes for convictions and conditional cautions to become ‘spent’, please refer to [Nacro’s guidance on the Rehabilitation of Offenders Act](#). You might want to make use of [Unlock’s Disclosure Calculator](#), to find out if a criminal record needs to be disclosed in this instance. A criminal record, in itself, will not prevent someone from being appointed to this job.

Further detail from our policies on Equality & Diversity and Criminal Records Disclosure are provided alongside this Pack as separate documents.

How to apply for this role

To apply for this role, you will need to complete an online application form and upload your CV on our application portal SafeHR.

We also ask all applicants to complete an equal opportunities monitoring form. Your answers really help us understand how we are doing in attracting a broad range of candidates. Every question has a 'prefer not to say' option. These monitoring forms are anonymous and cannot be linked in any way to your application. There is a link to the monitoring form in the application form.

In the application form, you will be asked whether you would like your application to be considered under our positive action policy – if you wish to be invited for interview based on our minimum criteria, in line with our policy, this is where you should let us know.

You will receive an automated email from SafeHR confirming receipt of your application.



Next Steps and minimum criteria

Our shortlisting panel will select the applicants they would like to meet for interview. They will focus on applicants who have met the following minimum criteria:

- Submitted a complete application, before the deadline
- Provided relevant information on their work history and training & qualifications without significant unexplained gaps
- Scored 'met' for all criteria tested in the application form

The panel will first allocate interview slots to candidates who meet the minimum criteria and have asked us to apply our positive action policy.

The remaining interview slots will be allocated to candidates who have scored most strongly across the questions in the application form. This will mean scoring at least 'met' on each criteria tested and will most likely mean scoring 'strongly met' in some areas.

All applicants will be contacted by end of Friday 13th of September whether they have been shortlisted or not.

We always share the names of the interview panellists and the format of the interview in advance. If you have access needs, we will meet them.

Feedback

All applicants who attend an interview will be offered individual feedback.

For those not selected for interview, in place of individual feedback we can provide, on request, a short summary of what we found that the strongest applications had in common, which we hope will help you with future job applications.

Key Dates 2024

Application Deadline	12noon, Monday 9 September 2024
Shortlisting Complete	Friday 13 September 2024
Interview first round	Thursday 19 September 2024
Interview second round	Wednesday 25 September 2024
Start Date	As soon as possible

Thank you again for reading this pack, and we hope to hear from you.

Registered charity number 1017560
Company number 2690758

