

**CLEAN  
BREAK**



**Enterprise and Sales Manager  
Recruitment Pack**

# Welcome!

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

This is a full time, permanent position, paying £35,000 pa.

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](http://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.

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](mailto:recruitment@cleanbreak.org.uk) and you'll hear back from us.

**The deadline for submitting applications for this role is 12noon on Monday 24th June.**

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.

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[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 apply positive action. 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.



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[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 Enterprise and Sales Manager to drive and develop Clean Break's commercial income generation, maximising the income potential of our building and expertise through an ambitious hires and training programme.

You will bring experience of driving commercial business in the cultural or charitable sector, with skills and knowledge of either launching new products or achieving success in breaking into new markets. You'll have excellent client relationship skills, with experience of converting interest into sales and may have found success in brokering lucrative corporate relationships in a non-profit setting.

You'll have a strategic approach to sales with experience of achieving targets and will be skilled in monitoring and analysing finances to develop concise reporting and sales projections.

You will be pivotal in securing new business for Clean Break's training and hires offers, delivering strategic marketing plans and driving lucrative relationships with cultural organisations and businesses.



## Earned Income Generation at Clean Break

Clean Break strives for a sustainable business model that balances risk through the diversification of revenue streams.

For the past few years, we have been more reliant on generous support of voluntary income from donors, trusts & foundations, and grants. These are generated through our Development team, with support and input from colleagues across the company. As we re-establish ourselves in a post-pandemic world, we have returned to the generation of more diverse sources of income.

We are currently investing in developing our income generation from enterprise activities. This specifically includes the income streams that are derived from our building through hires and our leadership practice and expertise with training and events activities.

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 ensure that it is more accessible, improve its environmental sustainability and strengthen our trauma-informed working space.



Alongside being a home for much of our artistic and creative activities, the building delivers a programme of hires and rental income, making up 2% of our total income in 23/24. We're aiming to increase this to 8% in 24/25, growing to 12% by 2027. Most of the hire income is generated through the studios hire used for rehearsals for performing arts organisations. We see great potential for maximising income by developing the rehearsal and weekend offers and driving strategic marketing to increase sales.

Our leadership activities are how we share the practices and specialist expertise that Clean Break and its team have developed over the past 20+ years. In 2018 we began to generate income through delivering training and professional development workshops and courses to those outside our regular programmes. We also produce talks and webinars and participate in those run by other organisations. This training and events revenue made up 1% of total income in 23/24. We've modelled income targets increasing this to 4% in 24/25, 5% in 25/26 and 6% in 26/27 largely driven by breaking into new markets and scaling our delivery.

This post will focus on generating income from the enterprise activities as described here and further activities that will be developed in the future. Overall, we are projecting that enterprise activities will make up 12% of our income 24/25, and we have ambition to grow that to 20% by 2027. The post holder will support the Head of Finance and Operations in expanding our plans and growing our income targets as we work towards achieving a long term sustainable financial model that enables Clean Break to thrive.

Clean Break also earns income through service delivery grants and from box office ticket sales and fees. These income sources are managed by other team members.

# Job Description

## Enterprise Culture

- Working with the Head of Finance & Operations to develop and embed a culture of generating income that is balanced with the artistic and charitable aims of the company.
- Collaborate with colleagues to identify potential business opportunities, evaluate success, and evolve our commercial offers, ensuring they are deliverable within our capacity to a high standard as well as able to return the most profitable margins.
- Facilitate conversations to coordinate the conversion of ideas into marketable products, backed by market research.
- Review and develop dynamic rate cards for enterprise activities to ensure profitability and competitiveness.
- 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 of enterprise activities

- Develop and deliver marketing plans for enterprise activities, working closely with the Communications team and consultants when needed.
- Raise the profile of and develop Clean Break's brand identity with new audiences in identified corporate and cultural sectors and drive the ongoing development of marketing assets.
- 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 of enterprise activities**

- Broker relationships with networks and training providers that align with Clean Breaks values, investigating the potential for Clean Break to deliver training through appropriate providers.
- Broker new corporate relationships and directly engage with corporate businesses to sell Clean Break's training offer, converting interest into contracts.
- Lead the cultivation and management of high value hire and event enquiries at Clean Break, converting interest into sales and then into referrals.
- Identify opportunities to create revenue through merchandise and Clean Break's HUB (online platform) and coordinate the best return on investment whilst aligning with Clean Break's values

## **Finance and Reporting**

- Regularly review and report the performance of enterprise income activities, identify any gaps, and ensure proactive measures are taken to achieve targets.
- Demonstrate a thorough understanding and ownership of the Enterprise budgets and targets, ensuring that income is achieved, and expenditure is well managed.
- Make best use of the new Salesforce database to identify leads and generate understanding of existing and potential customers.
- Lead on monthly reports on progress and financial performance against targets, analysing trends and preparing narrative for board papers as required. Present to the board on an annual basis or when required.

## 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. Enterprising:

Experience of developing new commercial income streams in a not-for-profit or cultural setting.

## 2. Communication:

Articulate, persuasive with excellent negotiation skills. Demonstrable success in negotiating with prospective and existing partners and clients with a strong customer focus.

## 3. Team Player:

A strong understanding of working across teams and hierarchies, with the ability to work collaboratively with colleagues in leadership, production, operations, communication and fundraising departments to deliver against targets.

## 4. Marketing:

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



**5. Finance:**

Ability to hold income targets and to generate business development-related insights and data; reporting and making recommendations.

**6. Strategic thinking:**

Demonstrable ability to think and plan strategically.

**7. IT:**

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

**8. Balance:**

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



# Contract Terms & Benefits

<b>Job Title</b>	Enterprise and Sales Manager
<b>Reports to</b>	Head of Finance and Operations
<b>Contract type</b>	Full time permanent employment
<b>Working hours</b>	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).
<b>Rate of pay</b>	£35,000 per annum
<b>Probation period</b>	6 months
<b>Notice period after probation</b>	8 weeks
<b>Annual leave allowance</b>	25 days plus 3 days for our Christmas closure period; plus public holidays
<b>Location</b>	Hybrid: combining office based in Kentish Town North London with some home working and some London-wide and occasional national travel. We are open to discussing various ways of working flexibly.

<b>Physical access</b>	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.
<b>Pension scheme</b>	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
<b>Other benefits</b>	Employee Assistance Programme, training budget, theatre ticket scheme, cycle to work scheme
<b>Pre-work checks</b>	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 Monday 14th of June 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

<b>Application Deadline</b>	12noon, Monday 24 June 2024
<b>Shortlisting Complete</b>	28 Friday June 2024
<b>Interview first round</b>	3 July 2024
<b>Interview second round</b>	8 July 2024
<b>Start Date</b>	As soon as possible

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

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Company number 2690758



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