

CLEAN BREAK



Image: Tracey Anderson

Sales Co-ordinator Recruitment Pack



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Dear Applicant

Thank you for your interest in the new Sales Co-ordinator post at Clean Break. This position is a new post, which will play a key role in the delivery of our 2018-22 Business Plan, allowing Clean Break to grow its income generation and develop new customer relationships.

I have pleasure in enclosing the recruitment pack which includes the following:

1. [Background information about Clean Break](#)
2. [Job description, person specification and terms and conditions](#)
3. [Equality and diversity policy statement](#)
4. [Disclosure and barring service checks statement](#)

Please advise us if you require a copy in large print or an alternative format.

Here are the key dates:

Closing date: 9 July 2018
Interview date: 17 July 2018

To apply [click this link](#).

All completed applications should be submitted by the closing date.

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

Best wishes



Laura Mallows
Head of Finance & Business

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www.cleanbreak.org.uk | [@CleanBrk](https://twitter.com/CleanBrk) | www.facebook.com/cleanbreak
www.instagram.com/cleanbrk/ | www.youtube.com/user/CleanBrk

1. COMPANY INFORMATION



it felt empty when the heart went at first but it is alright now by Lucy Kirkwood

Clean Break – history and future

Producing groundbreaking theatre which puts women's voices at its heart and creates lasting change by challenging injustice in and beyond the criminal justice system.

Theatre company Clean Break is renowned for its track record of producing unforgettable theatre that speaks truth to power. The company has led the way over its four decades in producing new plays with women writers, actors and creatives at the heart of the work. Founded in 1979 by two women prisoners who believed that theatre could bring the hidden stories of imprisoned women to a wider audience, it has remained true to these roots: continuing to inspire playwrights and captivate audiences with award winning theatre on the complex theme of women and crime. The company's leadership within the theatre sector was recognised recently with a Tonic Theatre award - for Clean Break's dedication to changing women's lives through theatre and commitment to new writing.

Clean Break's new refreshed mission underpins our new business model together with our refreshed organisational values: *Creativity, Change, Courage, Compassion, Collaborative and Equity & Fairness.*

The company's new business model will deliver a coherent and integrated theatre offer. There will be a significant emphasis on commissioning, developing and producing increased work, collaborating with a range of partners nationally to reach more audiences. One of the most exciting developments, is the company's Members (women with lived experience of criminal justice who have trained with us) being at the heart of future productions as performers, writers and in backstage roles. This is part of the company's commitment to placing Members' voices centrestage which will also see them co-designing and delivering work together with professional artists and partners through responsive and nimble "interventions" in response to issues affecting women in criminal justice.



Hear by Deborah Bruce

Underpinning the integrated model is a new business strategy with projects being developed and sold to increase earned income and future resilience. Central to this is the company's building, a freehold former piano factory in Kentish Town North London which was refurbished in 1998 as offices, four studios and garden and which delivers a vibrant programme of hires and rental income. This asset, combined with the company's leadership expertise (training and professional development), and improved performance through producing deals and at the box office will enhance our earned income and enable us to amplify development income. A smallscale capital project is planned in years 3 and 4 of the Business Plan to improve the estate and maximise revenue.

We are excited about our new business model. This sees us collaborating with leading theatres across the country, which promises: a significant audience growth for the company; stronger impact within the wider theatre industry for women artists, with a particular emphasis on intersectionality; the development of fresh talent; and the opportunity to increase our reach, through great theatre, to create lasting change for women's lives in and beyond the criminal justice system.

Production plans

During 2018, activity includes: Alice Birch's [BLANK] with NT Connections (performed by young people around the UK and at the National Theatre); Katherine Chandler's *Thick As Thieves* - co-produced by Theatr Clwyd (premiering at Theatr Clwyd in October then touring prisons and theatres around the UK); participating in Artichoke's *Processions* project; and *Belong*, created by a group of young women with Natasha Marshall, Clean Break's Channel 4 Playwright in Residence and winner of a Most Promising New Playwright Offie for *Half Breed*.

Current artists under commission include: Alice Birch, Deborah Bruce, Katherine Chandler, Stacey Gregg, Sonya Hale, Theresa Ikoko, Morgan Lloyd Malcolm, Deborah Pearson, and Natasha Marshall.

2019 – Clean Break's 40th Anniversary – will be a major opportunity to celebrate Clean Break's legacy and signal a bold new future. We will produce game-changing theatre throughout the year, embracing all elements of our groundbreaking company and placing women's voices at the centre of the conversation about justice, change and theatre. Central to our year-long celebration will be five main theatre productions with significant theatre and criminal justice partners – plans will be announced later in the year.

This year-long season will be realised in conjunction with the new Associate Artists Clean Break will recruit, part of our commitment to artist development and to exceptional dramaturgical and directorial achievement.

2. SALES CO-ORDINATOR JOB DESCRIPTION

Job title	Sales Co-ordinator
Reports to	Head of Finance & Business
Direct reports	Out of hours Building Receptionists
Working hours	28 hours per week (FTE 35 hours) plus some evening commitments

Job purpose

The Sales Co-ordinator is responsible for growing and shaping the sales function at Clean Break. This will include direct selling of existing programmes of work, including Leadership workshops, Sector Plays and Studio Hires. Working closely with the Head of Finance & Business, the Sales Co-ordinator will develop and deliver against a sales strategy for an exciting range of new products to be launched in the coming years.

Key responsibilities

Income targets

1. Work closely with the Head of Finance & Business to sell Clean Break's products to meet earned income targets through sustainable and mission-aligned relationships.
2. Provide regular forecasts and reports to the Head of Finance and Business on progress against targets, identifying any risk areas at the earliest opportunity. Develop a sales pipeline against quarterly targets.
3. Work collaboratively with the team to roll out the implementation of company products and services available to raised earned income.
4. Work collaboratively with the team to encourage a confident and enterprising approach to selling our work with a range of existing and new partners, audiences and other stakeholders.

Business Development

5. Develop and pilot a sales strategy for the company's new Leadership initiatives. Market and test with new clients from the corporate, higher education and cultural industry sectors.
6. Analyse existing products, including Leadership training and our specialist sector plays, and work collaboratively with staff to improve earned income potential and develop a sustainable business proposition to a core market.

7. Seek out opportunities and generate new leads. Pursue cultivation opportunities with new clients to build a strong pipeline of prospects.
8. Brief the core team on who is using the building and maximise opportunities for relationship-development in other areas of the company's core business.

Sales

9. Develop a thorough understanding of the services and products that Clean Break can offer.
10. Prepare and deliver a strong pitch for Business to Business sales.
11. Manage and maintain strong relationships with current clients, working with the front of house and Operations team to ensure excellent customer service.
12. Set up sales systems and procedures to ensure client relationships and delivery of services are managed effectively.
13. Ensure all contracts are drawn up correctly. Ensure all details for invoicing are passed promptly and accurately to the Finance Team.

Studio hires

14. Promote Clean Break as a prime venue for studio hire, maximising repeat bookings to meet income targets.
15. Manage responses to hire enquiries. Build and manage ongoing relationships with current and future hirers.
16. Liaise with the Head of Operations and brief administrative staff to ensure that the building is set up for hires with furniture, equipment and refreshments as required.
17. Set up building security and entrance procedures for attendees for hired rooms and ensure administrative staff are briefed on these. Ensure fire and other Health & Safety protocols are understood and adhered to by hirers.
18. Ensure that internal co-ordination is excellent to ensure the smooth running of the space and maintaining, as necessary, facilities and women-only space for the core team, Members and artists. Manage resourcing of space and equipment for hires using Artifax and with an overview of the company calendar.

Other

19. Line management of out of hours Building Receptionists, including issuing rotas, approving timesheets, overseeing their work.
20. Work closely with the Marketing team to promote the hires and sales of other product through high quality digital and print.
21. Maintain the company database via Salesforce capturing all relationships and maintaining records in line with GDPR and data protection good practice.
22. Collate feedback from customers and utilise this when planning for future sales and making improvements to systems and procedures.
23. Attend team meetings, staff meetings and training workshops, and other meetings as required by the Head of Operations.
24. Respond to requests for regular information and updates for the company website and social media activity from the Marketing team.
25. Keep up-to-date with company news and activity, and external information circulating which is relevant to our work. Use every opportunity externally to talk about Clean Break's work and share the company's mission, values, strategic aims and impact.
26. Actively engage with a culture of fundraising, work closely with the Development Team to support this throughout the organisation. Introduce prospects and pass on leads for research to the Development Team.
27. Play an active role in ensuring equality of opportunity, in accordance with the company's equality and diversity policy and action plan.
28. Maintain confidentiality and adhere to other Clean Break codes of practice and policies.
29. Participate in the staff rota for locking/unlocking the building as required.
30. Enter professional commitments and weekly plans including meetings, visitors, work off-site, TOIL and annual leave as agreed, in order to maintain the company diary and room schedule.
31. Carry out other tasks as reasonably required by the Head of Finance and Business.

SALES CO-ORDINATOR PERSON SPECIFICATION

You will have most or all of these and be able to evidence them in your application/at interview:

Essential

Knowledge and skills

- Able to deliver a strong pitch and present a range of products and services to a broad and varied customer base
- Ability to quickly learn about different sectors and how they operate
- Entrepreneurial and self-motivated approach, with the ability to identify opportunities and generate leads
- Excellent communication skills – written and verbal
- Solid numerical skills and ability to review and analyse statistics and targets
- Strong customer service knowledge and skills
- Ability to manage multiple projects and time effectively, working to tight deadlines
- Excellent attention to detail
- Ability to be flexible and responsive
- Excellent IT Skills, including use of Salesforce or similar CRM
- Strong desk-based research skills

Experience

- Substantial experience in a sales and business development role (minimum 3 years)
- Experience of selling a portfolio of products / services to varied markets
- A strong track record of achieving agreed targets
- Able to prepare high quality business proposals
- Experience of Business to Business sales
- Demonstrable ability to manage a sales pipeline from initial point of contact to closing the sale and ensuring excellent service delivery

Values

- A keen interest in theatre and new writing
- Commitment to the charity's mission and values; a passion for social justice and interest in women in the criminal justice system
- Commitment to diversity in all aspects
- Willingness and ability to travel
- Ability to work outside agreed hours, on occasion

Desirable

- Experience of working for an arts organisation
- Experience within the charity sector
- Knowledge of Artifax software

In line with all Clean Break appointments, the post is:

- Open to women only (exempt under Equality Act 2010 Schedule 9, part 1)
- Subject to a Right to Work check
- Subject to an enhanced DBS check

Applications are actively encouraged from black and minority ethnic women. Applicants who state they have personal experience of the criminal justice system or are disabled, who meet the essential person specification, will be guaranteed an interview.

Terms

Salary	£28,000 FTE (£22,400)
Working hours	28 hours per week (FTE 35 hours) plus some evening commitments
Annual leave	20 days leave (FTE 28 days) plus bank holidays and Christmas closure
Pension scheme	Scottish Widows pension scheme: Clean Break will contribute 3.5% of your salary when you contribute at least 3% of your net salary
Other benefits	Company childcare vouchers scheme; staff training and development scheme; theatre ticket scheme; Bike 2 Work scheme; Employee Assistance Programme.
Location	Clean Break offices, Kentish Town North London; occasional London-wide and national travel

3. EQUALITY & DIVERSITY POLICY

Our Principle Commitments

Clean Break is an equal opportunities employer. We oppose all forms of discrimination and believe that all people, regardless of their identity or membership of any group, deserve to be treated equally, consistently and fairly.

We aspire to deliver consistently good practice and to set a high standard of equal opportunities within our service delivery; employment and volunteering; Board and advisory group structures; building and physical access and with the partnerships we forge.

In the case of Clean Break itself, we work with women who have personal experience of the criminal justice system and those at risk of offending as a result of their mental health distress and/or drug/alcohol use. In light of this, we employ only women to deliver our services in accordance with our exemption under The Equality Act 2010, Part 1, Schedule 9.

We recognise that many women are excluded from areas of society (such as employment, services, education) because of society's prejudice and discrimination. Women experience additional discrimination on the grounds of their: 'race, colour, ethnic or national origins, gender, gender-reassignment, disability, sexuality (the legislation uses the term "sexual orientation" but this policy will use the term "sexuality" instead), age, political beliefs, religious beliefs, trade union membership, economic status or class, offending background, marital status or family circumstances. As a Company, our particular priority is working with women who have experience of the criminal justice system and those at risk of offending as a result of their mental health distress and/or drug/alcohol use.

Within the parameters of the Company's mission, we are committed to being an inclusive organisation which reflects and values the diversity of the women that we work with. We recognise the significant benefits to the Company of working with a diverse team of women. We actively seek the creativity, excellence and different perspectives that individuals of all backgrounds and abilities bring to our work, which is enriched through collective experiences.

We strive to embrace and celebrate a broad definition of diversity within the framework of existing legislation and to develop a comprehensive action plan and provide training in specific areas of the main policy.

Clean Break is committed to consulting with women beneficiaries in relation to new policy development and project activity. We will bring annual plans to our student body for discussion and set up forums, where appropriate, to consult on particular project activity.

4. DISCLOSURE & BARRING SERVICE CHECKS STATEMENT

Clean Break aims to promote equality of opportunity for all with the right mix of talent, skills and potential. Clean Break welcomes applications from diverse candidates, and as such **welcomes applications from ex-offenders** for this post. Criminal records will be taken into account for recruitment purposes only when the conviction is relevant.

This post involves access to vulnerable adults and/or young people. As such, it meets the requirements in respect of exempted questions under the Rehabilitation of Offenders Act 1974, and an enhanced disclosure form is required by Clean Break before a final recruitment decision is made. An Enhanced Disclosure contains details of an individual's convictions, cautions, reprimands or warnings recorded on police central records and includes both 'spent' and 'unspent' convictions. These are shown on a criminal records check, together with any information held locally by police forces that it is reasonably considered might be relevant to the post applied for. Criminal record information will not necessarily bar you from employment. This will depend on the circumstances and background to your offence(s). Disclosure information **will be interpreted fairly** and discussed openly with you in order to assess job-related risks.

At application stage

Clean Break encourages applicants to declare any convictions, or other matters that might be relevant at application stage. If you would like to meet with the relevant Manager to discuss your disclosure prior to an interview or following a provisional offer of work, please contact Clean Break on 020 7482 8600 and ask to speak to the relevant person.

Alternatively, written details and dates can be submitted in confidence to the manager responsible for the appointment using an envelope marked 'private and confidential'.

Applicants are encouraged to provide any other information they wish to draw attention to that may improve understanding of their situation and fair decision-making.

The first step in the selection process will always be to assess the applicant's relevant skills, experience, qualifications and ability to do the job. Applicants will be judged on merit, as to whether they meet the requirements in the person specification.

Following a job offer

Clean Break is currently using the Independent Theatre Council's (ITC) Disclosure service. Your disclosure information will only be seen by the relevant Manager at Clean Break, and if it requires further discussion, it will be brought to the attention of the Executive Director. In line with the Disclosure & Barring Service's (DBS) code of practice, we will take into account the seriousness and nature of any offence, the length of time since the offence was committed, the circumstances surrounding the offence and any explanation offered by the applicant. Criminal record information is regarded as sensitive personal information which will be kept confidential in lines with Clean Break's Confidentiality Policy.

For further information please request a copy of our Disclosure and Barring Service Checks Policy.