

# CLEAN BREAK



## Communications Manager Recruitment Pack

# Welcome!

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

Because our work is about highlighting women's experiences and providing 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](https://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.

Send any requests or questions to [recruitment@cleanbreak.org.uk](mailto:recruitment@cleanbreak.org.uk) and you'll hear back from Cath (Head of Finance & Operations) or Eva (Finance & HR Assistant). If you'd like a phone chat with someone in the Development & Communications Team about whether this role might be right for you, let us know by email and we'll arrange a time.

**The deadline for submitting applications for this role is 5pm on Tuesday 1 June 2021.**

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

# Equal Opportunities

Clean Break is a women's theatre company, founded in 1979 by two women prisoners who believed in the power of theatre to transform lives.

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

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.

Clean Break has long sought to break down barriers to entry for women in the arts and across society: it's at the heart of our vision. But we have plenty more to do, and we are looking at new ways to strengthen our role in creating long-lasting change for women in the UK workforce.

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# Equal Opportunities

We recognise that women are even more likely to have faced barriers, in our sectors and others, if they identify as one or more of the following:

- women with lived experience of the criminal justice system (including former prisoners, probation clients, and/or women cautioned by the police)
- Black, Asian and ethnically diverse women
- women from a lower socio-economic background
- women who identify as D/deaf or disabled.

As ever at Clean Break, if you tell us that you have personal experience of the criminal justice system or that you identify as D/deaf or disabled, and you have clearly demonstrated in your application that you meet the minimum criteria outlined later in this pack, you will be invited for interview.





# What sort of people work for us?

We have core company values which guide and shape how we work: compassion, collaboration, creativity, courage, change, and equity & fairness. We seek out women who share and live these values.

Our team members are passionate about social justice and about improving the lives of women with lived experience of the criminal justice system, and 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 a friendly, positive and self-motivated communications professional, who really understands the unique importance of Clean Break's work and has a passion and drive to share this with our audiences.

You'll be a creative and strategic thinker, with an eye for detail and design, an understanding of the digital landscape, enjoy working as part of a close-knit team, and be confident about creating and delivering imaginative campaigns to support the diverse breadth of Clean Break's work on stage, in the community and in prison.

This role works closely with all members of staff - in particular the Development and Artistic teams – and reports to the Head of Development & Communications. As Clean Break works in partnership on many of its projects and productions, it is key for this role to be able to communicate effectively and manage complex relationships and competing priorities.

You don't need previous experience working in an arts organisation to do this role; but you will need solid experience of working on effective external communication strategies for targeted audiences or customer bases.



# What type of contract is this?

It's a full-time employment contract, Monday to Friday, starting as soon as possible. The salary is £28,000 per annum: £2,333 a month before taxes and other payroll deductions.

Full time means a core 35 hours a week, 7 hours a day (plus lunch break), Monday to Friday. Every now and then you'll need to work some additional hours' overtime, which will be compensated through Time Off In Lieu (TOIL), to be agreed in advance.

There is some flexibility over start and finish time, but you'll need to structure your day around core working hours of 10am-4.30pm.

For this role, you would have 28 days of annual leave plus public holidays. We ask that you take 3 of those days during our Christmas closure period.

This role is normally office based in Kentish Town, North London with occasional London-wide and national travel. However, due to Covid-19, this role is likely to be home based initially, like many of our team.

Further terms and benefits are outlined later in this pack.





# Job Description

Here are the Communication Managers responsibilities in more detail.

## Audience Development

- Manage the delivery of the audience development strategy to help engage and grow audiences.
- Responsibility for capturing and analysing audience data for monitoring purposes and to inform the strategy accordingly.
- Plan and oversee reciprocal marketing activity with other organisations.
- Produce regular e-newsletters, developing and delivering a communications strategy to help actively grow and maintain subscribers.
- Manage audience data, including collection, storage and usage in line with GDPR and partner agreements.

## Digital

- Manage and develop the company website, ensuring the content remains relevant, up to date and best serves the needs of the different users.
- Manage and maintain the company's digital profile across all platforms ensuring that activity and content is informed by creativity, ongoing evaluation, analytics and trends.
- Support the delivery of digital activity produced by the artistic and wider team, including online performances, events, artist films, podcasts, interviews, online exhibitions etc, in accordance with existing strategies.
- Create designed content for our digital platforms (when appropriate).
- Gather relevant digital data including web analytics and social media engagement insights to monitor performance of our digital content and share with colleagues for strategic and reporting purposes.
- Monitor online security and flag any concerns to the Head of Development & Communications.

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# Job Description

## Brand & Identity

- Work closely with the Head of Development & Communications to ensure consistency, quality and company-wide adherence to Clean Break's brand and identity: overseeing external written communications, design, production and distribution of all publicity material liaising with key staff members whilst meeting external partners and stakeholder obligations.
- Manage the commissioning of regular photography and maintain a photo archive with permissions and credits for use internally and externally.
- Source and liaise with external designers/suppliers to maintain a high quality of publicity supplies (e.g. promotional leaflets and posters).
- Produce and design in-house posters and freesheets and other publicity as required whilst supporting colleagues to ensure that company profile is strong at events, including organising publicity, displays and banners as appropriate.

## Marketing & Sales

- Collaborate with co-producing partners and creative teams on the creation and delivery of innovative marketing plans for productions and projects to raise profile and maximise sales.
- Manage campaigns within agreed costs and timeframes including digital, social media, print, distribution, advertising and promotions.
- Work closely with the Head of Development & Communications to design and sign off the creative/artwork liaising with designers, photographers, creative teams, co-producers and any other suppliers or key stakeholders.

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# Job Description

- Liaise with relevant partners to ensure that campaign activity is planned and booked, and assets are designed and supplied in a timely manner.
- Analyse and report on the success of campaign activity.

## Press & PR

- Work closely with Clean Break's freelance Press Consultant, collaborating to ensure maximum coverage and optimise opportunities.
- Develop and maintain a network of contacts for media purposes and increase advocacy for Clean Break.
- Monitor press coverage and manage and maintain a press cuttings archive.

## Culture & Values

Contribute positively to the company culture by

- upholding and celebrating the company's values
- demonstrating and encouraging excellent communication with colleagues
- engaging positively with team development initiatives, wellbeing and social activities
- getting involved with the recruitment and welcome of new colleagues, volunteers and trustees
- participating in our actions to improve equality of opportunities for women and to become an Anti-Racist organisation

## Other

- Think and work sustainably, and contribute to our Environmental Action Plan
- Maintain confidentiality and adhere to Clean Break codes of practice and policies
- Carry out other duties as reasonably required

# Person Specification

Below, we have listed the specific skills, experience, knowledge and qualities we are looking for.

1. Communication: A clear and compelling communicator (both written and verbal) who is passionate about telling great stories
2. Strategy: A strategic and creative thinker with proven experience of leading on diverse and wide-ranging communication strategies including all forms of media
3. Relationships: The ability to build positive, productive relationships with colleagues, designers, artists, writers, collaborators and partner organisations
4. Workplace: A team player who has the ability to be flexible and responsive
5. Organisation: Highly organised, with an ability to use initiative and demonstrate self-motivation to organise own work and time effectively
6. Accuracy: Detail orientated, working diligently to keep our social platforms up to date and to ensure consistency, quality and company-wide adherence to Clean Break's brand and identity
7. Digital/IT skills: Highly proficient at using online platforms, design packages and reporting tools as well as familiarity with Microsoft packages

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# Person Specification

- 8. Creative: A keen eye for design, brand and aesthetics with practical skills for implementation
- 9. Analysis & Monitoring: The ability to capture and analyse effective data (including audience data, web analytics and social media insights) for campaign, monitoring and reporting purposes
- 10. Budgets: Able to understand, monitor and manage campaign budgets



# Contract Terms & Benefits

Reports to	Communications Manager
Contract type	Full time, permanent contract
Working hours	35 hours a week Monday to Friday Overtime to be agreed in advance and compensated through TOIL
Salary	£28,000 per year
Probation period	6 months
Notice period after probation	2 months
Annual leave allowance	28 days plus public holidays
Location	Normally office based in Kentish Town North London with occasional London-wide and national travel. However, due to Covid-19, this role is likely to be home based initially, like many of our team.

# Contract Terms & Benefits

Physical access	The cobbled street is uneven with parked cars; care is therefore needed when accessing the building by wheelchair or with other physical aids. The building itself is wheelchair accessible throughout and all spaces can be accessed step-free.
Pension scheme	Scottish Widows pension scheme: Clean Break will contribute 3.5% of your salary when you contribute at least 5% of your net salary
Other benefits	Bike 2 Work scheme; Employee Assistance Programme
Pre-work checks	Two satisfactory references Evidence of right to work in the UK Basic Level DBS check - see below

This post involves access to financial 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 guide on the Rehabilitation of Offenders Act](#). 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.**

# Making an application

Application for this role is by completing an application form and answering some general questions in our application portal. The application form is downloadable alongside this pack.

We also ask all applicants to complete an Equal Opportunities Monitoring Form, and submit this separately, outside of the application portal. 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.

Take the time that you need to fill out the application form before accessing the portal. Please save your completed application as a single PDF document. Once you are ready to upload it and complete your application, the link on the next page will take you to our application portal.

You will be asked to confirm that you are a woman, that you have the right to work in the UK, and that you understand that any job offer will be subject to references and a Basic Level DBS check. You will also be asked whether you have lived experience of the criminal justice system or whether you identify as D/deaf or disabled – you do not have to disclose this information here, but if you wish to be invited for interview on this basis, in line with our policy, this is where you should let us know.

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# Making an application

After this, you will be prompted to upload your completed form.

**Link for submitting applications:** [Link to application portal](#)

You will receive an automated email response confirming that your application has been successfully submitted.

**Link for completing equal opportunities monitoring form:** [Link to EO Form](#)

## Next Steps

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
- Demonstrated clearly in their application form, with examples, that they can meet each of the numbered points listed in the Person Specification. We encourage applicants to make it as easy as possible for the shortlisting panel to understand which points you are writing about
- Described clearly in their application form how they share our values and passions, as described in the section 'What sort of people work for us?'

The panel will first allocate interview slots to candidates who meet the minimum criteria and have chosen to tell us that they have lived experience of the criminal justice system or that they identify as D/deaf or disabled (or both).

The remaining interview slots will be allocated to candidates who have demonstrated most strongly how they meet our Person Specification, and how they share our values and passions.

All applicants will be contacted by Friday 4 June whether they have been shortlisted or not.

For those selected for interview, these will be conducted online, and we will send the names of the panel in advance as well as a link to the online session.

# 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

Application Deadline	Tuesday 1 June 2021 at 5pm
Shortlisting Complete	Friday 4 June 2021
First Interview	week of 7 June 2021 (online)
Second Interview	Thursday 17 June 2021 (online)
Ideal Start Date	as soon as possible after appointment

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