

<p>/THRESHOLD SPORTS</p>	<p>Threshold is a young, ambitious sports marketing and event agency started by three old friends, Charlie Beauchamp, Julian Mack and James Cracknell.</p> <p>The agency looks after a portfolio of clients (including well-known brands such as BP, Standard Life, and Nokia) and delivers events and hospitality programmes, both our own (www.rideacrossbritain.com) and for our clients (including Comic Relief, SAB Miller and P4U, as well as our Consultancy clients).</p> <p>We pride ourselves on an outstanding approach to our client servicing, and professional, successful event delivery.</p> <p>We're blessed with highly motivated, talented people who get a buzz from their roles – from managing key consultancy accounts, to creating innovative events like our very own Deloitte Ride Across Britain.</p> <p>Our mantra is 'More Is In You'. It's intended to be supportively provocative. We believe by pushing yourself you will get more from life and feel better for it. We're not all James Cracknell but we can all feel the post exercise glow.</p> <p>www.thresholdsports.co.uk</p>
<p>/UPCOMING VACANCIES</p>	<p>We will be holding a recruitment evening on Tuesday 6th September in London, interviewing candidates for the following roles:</p> <ul style="list-style-type: none"> • Account Director, Events • Senior Account Manager, Events • Account Manager, Consultancy • Account Execs, Events - participant comms, and client services <p>If you would like to be considered for any of the above positions, please send your CV to cassie.down@thresholdsports.co.uk indicating the role(s) you're interested in and your salary expectations.</p> <p>We are always looking to expand our portfolio of freelancers and crew – if you're interested in being 'on our books', please send in your CV:</p> <ul style="list-style-type: none"> • Freelancers, Events & Consultancy • Senior Crew, Events • Crew, Events
<p>/CONSULTANCY TEAM</p>	<p>In consultancy we focus on a small number of clients to ensure our servicing is top notch. We work with our clients to help them achieve their sponsorship goals, whether it's planning strategy, finding and negotiating a sponsorship, or making the most of an existing sponsorship through valuable activation programmes.</p> <p>We are a lean team, full of experience, and with a can-do attitude. All of us are keen and happy to get stuck into a project at every level and are looking forward to the next 12 months as excitement builds around London 2012.</p>
<p>/EVENTS TEAM</p>	<p>We enjoy working on a variety of events, from our own events where we travel a long journey from creation through to delivery, to our client events that can vary from a corporate adventure racing weekend to delivering charity events involving celebrities and tv crews.</p> <p>It's a varied, busy environment where no day is the same and each new challenge is met with a determined focus to provide an outstanding level of delivery. We're</p>

	<p>proud of our portfolio, and excited about the upcoming projects we're involved in.</p> <p>More information about our work can be found at:</p> <p>www.thresholdsports.co.uk</p> <p>www.rideacrossbritain.com</p> <p>http://www.youtube.com/watch?v=n9mq5it-NqM (P4U Charity Challenge, 2011)</p> <p>http://www.sportrelief.com/whats-on/challenges/cycle (BT Sport Relief Million Pound Bike Ride, 2010)</p> <p>http://www.youtube.com/watch?v=RrWvsvst2bo (Sport Relief Inbetweeners Rude Road Trip, 2011)</p>
<p>/THRESHOLD ENVIRONMENT</p>	<p>Threshold Sports is a fast paced, exciting company to be part of. Team members are proactive and have a 'can do' attitude. The right candidates for our teams will need to be effective and feel comfortable within this environment.</p> <p>Although based in Covent Garden, we all have a love of the outdoors and spend time out on the road with clients and planning and delivering events, as well as together as the Threshold team – celebrating our successes, and planning the company's future.</p>
<p>/TEAM SKILLS</p>	<p>The level of experience needed will be reflected by the specific roles.</p> <p>/TECHNICAL</p> <ul style="list-style-type: none"> • High attention to detail and focus. • Excellent verbal and written skills. • Ability to meet tight deadlines. • Solution provider. • Strong understanding of other elements of the project, and their impact on each other. • Strong project management and process skills. • Excellent communication skills - presentation and report writing and giving; presenting analysis, data, creative ideas as succinctly and clearly as possible. • Good listener - demonstrable ability to get underneath the client's needs and wants, and seek out further opportunities through active listening and questioning. <p>/PROFESSIONAL</p> <ul style="list-style-type: none"> • A strong understanding of, and experience in, the commercial sports industry. • Creativity in considering new opportunities and problem solving. • A solid understanding the events/hospitality/sports sponsorship market. • Experience and confidence in dealing with clients/suppliers/VIP guests through specific projects. • A broad base of experience working for clients in a number of sectors and /or beyond sport would be advantageous.

	<p>/PERSONAL TALENT</p> <ul style="list-style-type: none"> • Strong interpersonal skills. You need to love and be good at getting out and about and building relationships with the client, suppliers, and participants/guests. • An infectious passion for what you do that you want to share with others. • Excellent listening skills: understand how to interpret and communicate Threshold Sports needs internally and externally. • Deliverer - a focus on making things happen. The right candidates will be focussed on 'doing', not talking about doing, and comfortably able to multitask and work to tight deadlines. • Self-sufficient, a high work rate and resilience. The project is constantly evolving and you need to enjoy this journey. • Team player – communication, collaboration, and unity, are fundamental to the success of Threshold. • Strong sense of personal responsibility. • Maintain a calm, positive outlook in stressful situations. • Forward thinker – someone who sees the bigger picture and wants to push their own and all our boundaries. • Decision maker - get to the nub of problems, make recommendations and act decisively. • See problems before they arise and deal with them.
<p>/EXPERIENCE REQUIRED</p>	<p><u>Account Director, Events</u></p> <p>You should be able to show proven excellence in event management and operational event delivery in a leadership role within the sporting/sponsorship environment. You will therefore need to have led public facing, complex, large scale events in a commercial sports environment. You should be comfortable taking lead responsibility for event delivery elements, project timelines, budgets, client/sponsor management, supplier and participant communications, and managing support staff/crew. We are looking for someone with a minimum of eight years operational event management experience, and a proven track record of success and personal achievement, with tangible outcomes.</p> <p><u>Senior Account Manager, Events</u></p> <p>You should be able to show proven excellence in client management or event management and operational event delivery in a sporting/sponsorship environment. You will therefore need to have managed client relationships, preferably within sport and sponsorship, and within a live event/campaign/hospitality programme environment. You should be comfortable taking responsibility for client/supplier management and communications, and be able to develop a confident, proactive, collaborative relationship with client/participants/guest/suppliers. We are looking for someone with a minimum of five years client/event management experience, and a proven track record of success with tangible outcomes.</p> <p><u>Account Manager, Consultancy</u></p> <p>A position has been created in our consultancy team for an experienced sports and entertainment account manager to work on our flagship account. You will have 3-5 yrs experience and will work across a range of sponsorship, event and digital platforms from a wide range of briefs and requests to help shape and deliver our responses to the highest order. Working into the account director, your role will be</p>

to drive and manage projects day to day, including the planning, scoping and activation of sponsorships whilst liaising with relevant clients and partner agencies in order that our work makes a marked difference to the brand.

As a highly motivated and passionate marketer you will need to have proven experience in the project management of large complex accounts, the ability to listen carefully and respond to client needs and be prepared to push for the best work possible. You will need to be organised, to be able to think on your feet with a willingness to search and seek out new revenue streams for the agency as you create and cement trusted relationships with the different stakeholders. You will have excellent writing skills and be able to deliver presentations to a high standard in front senior clients and brand stakeholders. As a team player you will be willing to pitch in and get your hands dirty on occasions as you work collaboratively with the Threshold team to grow the agency account.

Account Execs, Events

You should be able to show proven excellence in the project areas you have worked within, preferably within sport and sponsorship, and within a live event/campaign environment. You will have been exposed to clients/suppliers/participants/guests through meetings and live projects, and should be comfortable successfully delivering key project elements within set timelines to a high standard of quality and detail. You will have experienced live events/campaigns and performed a supporting role during their execution period. We are looking for someone with a minimum of two years' experience supporting an events team, and a proven track record of success with tangible outcomes.