



# OUR EVENTS CHANGE LIVES

*From Land's End to John O'Groats, along the UK's oldest pathways, and to the world's largest megalithic Stone Circle... this role will challenge you to inspire others and take you to places you've never been before...*

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**MARKETING DIRECTOR / SENIOR MARKETING MANAGER**

10-month contract (maternity cover)

**THRESHOLD/SPORTS**



## More is in you

Award-winning events. Awe-inspiring landscapes. A dynamic and ambitious team. At Threshold Sports, we strive to create and deliver incredible events in breathtaking locations that help people realise their full potential. Now you can be a part of our team.

As we approach another busy event season, we have an exciting opportunity for a **Marketing Director** or **Senior Marketing Manager** to lead our thriving marketing team.

*Do you draw energy from the people around you and inspire others to go beyond and unlock their potential?*

*Do you thrive in a fast-moving environment, have you worked in a startup environment or are you bursting with an entrepreneurial spirit?*

**If so, we want to hear from you!** This rewarding role will challenge you, grow your marketing and leadership skills and help deliver far-reaching impacts for thousands of people.

**[Click here to watch a sample of the magic you will be helping to create...](#)**



If you believe you are the right person for this challenge, then please apply via email. Include a **CV** and **covering letter** explaining why you would be the perfect fit for Threshold and the role.

<b>Hours:</b>	5 days a week, 09:00 to 18:00 (flexible working hours available) An option for flexible working days, depending on experience
<b>Location:</b>	Wandsworth, London
<b>Start date:</b>	June 2019, 10-month maternity contract with an option to extend
<b>Salary:</b>	£45K-£60K (Depending on skills & experience)
<b>About Threshold:</b>	<p>At Threshold our purpose is to help people realise their potential through world-class events. We do this by:</p> <ul style="list-style-type: none"> <li>● Supporting <b>individuals</b> to go beyond what they feel is possible</li> <li>● Showing <b>clients</b> how they can fulfill their potential as responsible businesses</li> <li>● Enabling <b>charities</b> to maximise their fundraising and support engagement</li> <li>● Inspiring our <b>employees</b> to be the best versions of themselves</li> </ul>
<b>Job Description:</b>	<p>Key areas will include:</p> <ol style="list-style-type: none"> <li><b>1. Leadership</b> <ol style="list-style-type: none"> <li>a. Lead our marketing team through our busy live event season and event launch periods</li> <li>b. Develop and create the marketing plan for the next event year</li> <li>c. Manage freelancers and agencies: PR, digital, creative, photography etc.</li> <li>d. Responsible for helping to launch new events and potential up scaling of the team.</li> </ol> </li> <li><b>2. Performance</b> <ol style="list-style-type: none"> <li>a. Deliver against the current marketing plans in order to drive sales</li> <li>b. Be responsible for achieving set marketing KPIs</li> </ol> </li> <li><b>3. Commercial management</b> <ol style="list-style-type: none"> <li>a. Be responsible for sales projections and reporting</li> <li>b. Set commercial objectives for new events</li> <li>c. Strong commercial understanding; projecting and reporting</li> <li>d. Understand and seek out opportunities to drive more revenue</li> <li>e. Ownership and management of the marketing budgets</li> </ol> </li> </ol> <p>You will report directly into the CEO, and will be responsible for managing at least one direct report.</p>
<b>Key competencies</b>	<ul style="list-style-type: none"> <li>● Deciding and initiating action</li> <li>● Leading and supervising</li> <li>● Planning and organising</li> <li>● Delivering results</li> <li>● Adapting to situations</li> <li>● Coping with pressure and setbacks</li> <li>● Achieving goals and objectives</li> <li>● Entrepreneurial and commercial thinking</li> </ul>
<b>Skills and Experience:</b>	<ul style="list-style-type: none"> <li>● <b>Management:</b> <ul style="list-style-type: none"> <li>○ A collaborative management style</li> <li>○ Leadership of a marketing team</li> <li>○ High level agency management</li> </ul> </li> <li>● <b>New products / events:</b> <ul style="list-style-type: none"> <li>○ Experience in launching new events or products</li> <li>○ Exposure to accelerated company growth, up scaling of a marketing team</li> </ul> </li> <li>● <b>Sales:</b> <ul style="list-style-type: none"> <li>○ Experience of effectively executing against marketing plans in order to</li> </ul> </li> </ul>

	<p>drive sales</p> <ul style="list-style-type: none"> <li>● <b>Marketing channels:</b> <ul style="list-style-type: none"> <li>○ A solid knowledge of digital marketing, in particular performance marketing with a focus on Facebook advertising</li> <li>○ An understanding of website content management systems</li> <li>○ Building and delivering social media and email marketing strategies</li> <li>○ Experience in brand positioning and brand building</li> <li>○ An understanding of CRM systems and how they can impact marketing</li> <li>○ Exposure of PR campaigns</li> </ul> </li> <li>● <b>Technical:</b> <ul style="list-style-type: none"> <li>○ Technical proficiency with Excel and ideally Wordpress, Mailchimp, Google Analytics, SEO, Facebook ads Manager, social analytics, CRM systems and Keynote</li> </ul> </li> <li>● <b>Character:</b> <ul style="list-style-type: none"> <li>○ We like getting outdoors and having a positive effect on people's health and well-being so you'll enjoy a physical challenge. You don't have to be an Ironman, but if you like to get sweaty in the great outdoors every now and then it helps.</li> </ul> </li> </ul>
<p><b>More about Threshold:</b></p>	<p>At Threshold Sports we create extraordinary outdoor challenges with extraordinary outcomes for people of all abilities whether they be employees in global companies, celebrities or just plucky individuals looking for a challenge.</p> <p>We believe people have tremendous potential to achieve more than they ever thought possible and to prove it we create challenges to test people's very fibre and spirit.</p> <p>Our events serve a holistic purpose: getting people fitter and healthier, bonding people through shared endeavour, fostering better team work, raising stacks of cash for charities, providing a healthier way to get to know clients and giving those that take part a greater sense of self-esteem, optimism and resilience.</p>
<p><b>How to apply:</b></p>	<p>To apply please send a CV and cover letter of why you would be suitable for the role to <a href="mailto:info@thresholdsports.co.uk">info@thresholdsports.co.uk</a></p>