



OUR EVENTS CHANGE LIVES

Threshold Sports
Job spec: Marketing Director (maternity cover)



MORE IS IN YOU/

Do you draw energy from the people around you and look to inspire others to realise their potential?

Award-winning events. Awe-inspiring landscapes. A dynamic and ambitious team.

At Threshold, our purpose is to help people realise their potential through world-class events. We do this by:

- Supporting **individuals** to go beyond what they feel is possible
- Showing **clients** how they can fulfil their potential as responsible businesses
- Enabling **charities** to maximise their fundraising and support engagement
- Inspiring our **employees** to be the best versions of themselves

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 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 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.

Hours:	5 days a week, 09:00 to 18:00 (flexible working hours available) An option for flexible working days, depending on experience
Location:	Wandsworth, London
Start date:	June 2019, 10-month maternity contract with an option to extend
Salary:	£45K-£60K (Depending on skills & experience)
Job Description:	<p>Key areas will include:</p> <ol style="list-style-type: none"> 1. Leadership <ol style="list-style-type: none"> a. Lead our marketing team through our busy live event season and event launch periods b. Develop and create a marketing plan for the next event year c. Manage freelancers and agencies: PR, digital, creative, photography etc. d. Responsible for helping to launch new events and potential upscaling of the team. 2. Performance <ol style="list-style-type: none"> a. Deliver against the current marketing plans in order to drive sales b. Be responsible for achieving set marketing KPIs 3. Commercial management <ol style="list-style-type: none"> a. Be responsible for sales projections and reporting b. Set commercial objectives for new events c. Strong commercial understanding; projecting and reporting d. Understand and seek out opportunities to drive more revenue e. Ownership and management of the marketing budgets <p>You will report directly into the CEO, and will be responsible for managing at least one direct report.</p>
Key competencies	<ul style="list-style-type: none"> • Deciding and initiating action • Leading and supervising • Planning and organising • Delivering results • Adapting to situations • Coping with pressure and setbacks • Achieving goals and objectives • Entrepreneurial and commercial thinking
Skills and Experience:	<ul style="list-style-type: none"> • Management: <ul style="list-style-type: none"> ○ A collaborative management style ○ Leadership of a marketing team ○ High-level agency management • New products / events: <ul style="list-style-type: none"> ○ Experience in launching new events or products ○ Exposure to accelerated company growth, upscaling of a marketing team • Sales: <ul style="list-style-type: none"> ○ Experience of effectively executing against marketing plans in order to drive sales • Marketing channels: <ul style="list-style-type: none"> ○ Solid knowledge of digital marketing, in particular, performance marketing with a focus on Facebook advertising ○ Understanding of website content management systems ○ Building and delivering social media and email marketing strategies

	<ul style="list-style-type: none"> ○ Experience in brand positioning and brand building ○ Understanding of CRM systems and how they can impact marketing ○ Exposure of PR campaigns ● Technical: <ul style="list-style-type: none"> ○ Technical proficiency with Excel and ideally Wordpress, Mailchimp, Google Analytics, SEO, Facebook ads Manager, social analytics, CRM systems and Keynote ● Character: <ul style="list-style-type: none"> ○ 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.
More about Threshold:	<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 teamwork, 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>
How to apply:	<p>To apply please send a CV and cover letter of why you would be suitable for the role to info@thresholdsports.co.uk</p>