

THRESHOLD/
CHIEF MARKETING OFFICER



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AT THRESHOLD WE BELIEVE THAT MORE IS IN YOU™

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 supporter engagement
- **Inspiring our employees to be the best versions of themselves**

Last year our team of around 24 people lead the delivery of 35 events in 10 countries helping over 35,000 people realise what they are capable of. In the process our events raised over £16m for charity.

We're looking for a new member to join our team.

If you are interested then turn over for a quick snapshot of what life is like here and we'll take it from there...

THRESHOLD/



WHAT THE JOB INVOLVES

THINK IT MIGHT BE THE PLACE FOR YOU? THIS IS THE JOB ON OFFER.

Our marketing team is responsible for delivering over £1.6m of ticket sales across our 6 public events. This has been growing at an average of over 22% per annum for the last 4 years and is set to increase rapidly with our acquisition by [Infront Sports & Media](#).

We'll be asking you to do this

- Drive continued growth and value from Threshold's public event portfolio
 - Maximise value from existing properties: [Deloitte Ride Across Britain](#), [Dulux London Revolution](#) and the [Threshold Trail Series](#)
 - Launch Infront properties in the UK such as [Hyrox](#), [B2Run](#) and [District](#)
- Balance creativity with commercial rigour to craft and execute a world class strategy
- Balance long term brand building investment with short term ROI
- Build a high performing team of 8+ with clear objectives linked to business performance
- Lead the mass participation market with cutting edge consumer insight
- Represent the marketing function on the Threshold Senior Leadership Team

It will help if you enjoy the following

- **Formulating strategies and concepts:** thinking broadly, approaching work strategically, setting and developing strategy.
- **Creating and innovating:** innovating as well as seeking and introducing change.
- **Deciding and initiating action:** making decisions, taking responsibility, acting with confidence, acting on own initiative, taking action, and taking calculated risks.
- **Leading and supervising:** providing direction and coordinating action, supervising and monitoring behaviour, coaching, delegating, empowering staff, motivating others, developing staff as well as identifying and recruiting talent.
- **Coping with pressure and setbacks:** coping with pressure, showing emotional self-control, balancing work and personal life, maintaining a positive outlook

These skills will also be useful

- An understanding of a ticket sales driven industry
- In depth understanding of digital and content led marketing
- Record of leading client/agency relationships
- Launching new concepts to market including insight led positioning
- Experience of leading a rapidly expanding team with shifting objectives

If you don't fulfil every one of these criteria then don't worry. We look for people with potential and a passion for what we do.

THRESHOLD/

THE PACKAGE & OTHER GREAT STUFF

SALARY: £70k to £90k per annum

BONUSES: Potential for performance and company related bonuses

HOLIDAY: 28 days (inc. bank holidays) plus time off between Christmas and New Year

PENSION: 5% employer contribution

FLEXIBLE HOURS: 9-5pm with flexibility for early or late starts and remote working

WE LIKE TO KEEP PEOPLE HEALTHY

- 1 additional day off for every weekend day worked on an event
- Vitality Healthcare which includes:
 - Discounted Apple Watch or free Amazon Prime if you keep active regularly
 - 50% off a pair of trainers every year
 - Subsidised gym membership, free coffees and cinema tickets
 - Free annual health checks
- £250 challenge fund each year to put towards a challenge of your choosing
- Free entry into Threshold events and discounts for friends and family
- Free boot camps, Pilates, Yoga and afternoon energisers led by other Thresholdians
- Flexible time during the day to exercise or take time out
- Option to buy additional holiday at discounted rate
- Free fruit and other treats in the office (and a well stocked free bar)
- Mental Health First Aid Training available

WE LIKE BEING SOCIAL

- Annual summer camping trip (fully funded)
- Annual 3-day business planning and celebration trip (fully funded)
- Programme of activity throughout the year from pottery painting to more active pursuits
- Regular catch ups in the pub to put the world to rights

WE LIKE TO KEEP LEARNING

- Internal training programmes and opportunity for additional funding for development
- Mentoring opportunities both internally and externally

WE LIKE TO GIVE BACK

- 5yr & 10yr long service rewards with additional annual leave and adventure funding
- Match Funding of up to £100 for any fundraising challenges you take on
- Volunteering days available each year upon request

HOW TO APPLY

WE WANT TO GET TO KNOW YOU

The recruitment process is a 3 parter. You are interviewing us as much as we are you and we will cover the important stuff, but also dig into the interesting stuff:

1. **The written work:** Submit an up to date CV (yours ideally) and a cover letter about why you think you would be the ideal candidate for the job
2. **An initial interview:** We will then want to chat in person, on Skype or on the phone to see if we think you would thrive at Threshold
3. **The final test:** If you make it through this far we'll ask you to complete a task relevant to your expertise *and* come in to present it. We will also get you to meet a range of the team from senior and junior levels. Come armed with questions for us as well.

To apply please upload a CV and cover letter of why you would be suitable for the role to [this link](#)

THRESHOLD/ LIFE AT THRESHOLD

CLICK TO MEET THE TEAM

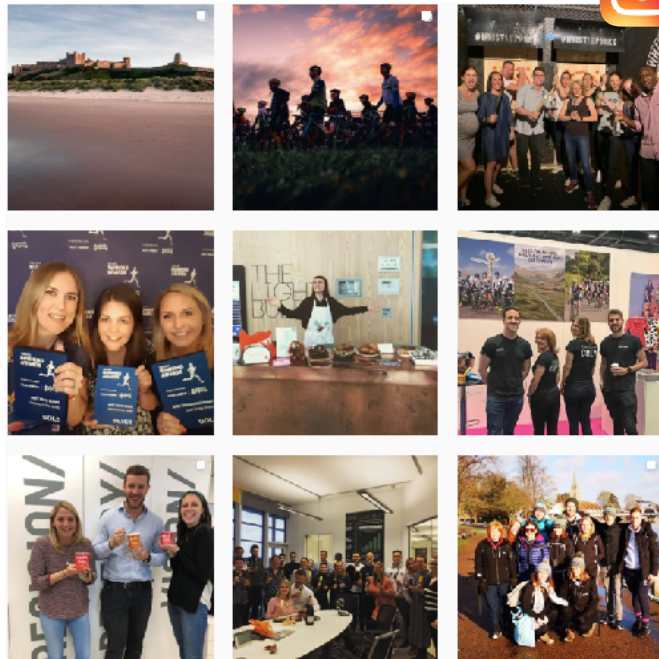


A FEW WORDS FROM THE TEAM

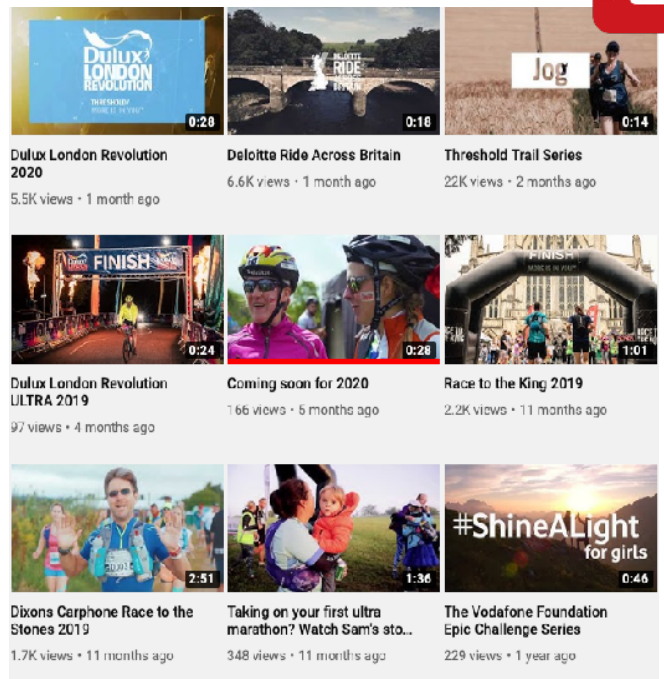
"I'm grateful to have found a workplace with such a positive and friendly environment where I feel my personal development is top priority. Then there's all the fun stuff we do in and outside of work - my wellbeing and happiness has taken a huge step-up since joining".

"I got a call from my Uni alumni team and being asked a series of questions I rated Threshold as 10/10 for a place to work and 10/10 enjoyment."

CHECK WHAT WE'RE UP TO



GET A FEEL FOR THE EVENTS



CLICK TO LEARN ABOUT THE EVENTS WE DO FOR CLIENTS

