

# THRESHOLD/ SENIOR SALES EXECUTIVE

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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**

In 2019 our team of c. 24 people lead the delivery of 35 events in 10 countries, helping over 35,000 people realise what they are capable of. An incredible £16m was raised for charity in the process. 2020 was a little different, but we cracked on, adapting to our own set of challenges.

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

Interested? Carry on scrolling for more details on the role and a quick snapshot of what life is like here at Threshold...



# THRESHOLD/





# WHAT THE JOB INVOLVES

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

Our new business team are responsible for driving all new trade across our event portfolio, ranging from title sponsorships and bespoke events, to brand partners and corporate teams. As a result, we pitch a range of assets and products to some of the biggest companies, brands and charities in the UK, contributing towards a £9.5m turnover. It's fast moving, competitive and **fun**.

### We'll be asking you to do this

- Find and inspire more companies to get active and fundraise
- Pitch to, and secure, new brand event partners, from proposal to conversion
- Key prospect research and contacting of our existing database
- Convert incoming corporate teams and manage existing, retaining and upselling
- Deliver key sales operations e.g. invitationals, quarterly mailing, award submissions
- LinkedIn content posting, monitoring and research
- Update sales materials e.g. team brochures, website sections, case studies
- Updating reporting and upkeep of our company CRM system
- Work on the majority of our award-winning events as part of the wider team

### It will help if you enjoy the following

- **Relating and networking:** building rapport, managing conflict, using humour
- **Persuading and influencing:** making an impact, shaping conversations, appealing to emotions, promoting ideas, negotiating, gaining agreement
- **Presenting and communicating:** speaking fluently, explaining concepts and opinions, articulating key points, presenting and public speaking, projecting credibility
- **Delivering results and meeting client expectations:** focus on customer needs and satisfaction, high standards of quality, maintaining productivity, driving projects to results
- **Coping with pressure and setbacks:** showing resilience, emotional self-control, balancing work and personal life, maintaining a positive outlook

### These skills will also be useful

- An understanding of what motivates companies to buy in this space
- Record of leading and developing corporate relationships
- Experience of selling multiple products with effective prioritisation

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.



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# THE PACKAGE & OTHER GREAT STUFF

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**SALARY:** £27,000 - £33,000 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

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# HOW TO APPLY

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## WE WANT TO GET TO KNOW YOU

The recruitment process is a simple one. 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 placement.
2. **An initial chat:** We will then want to chat in person, or virtually to see if we think you would thrive at Threshold.

To apply please send a CV and cover letter of why you would be suitable for the role to [careers@thresholdsports.co.uk](mailto:careers@thresholdsports.co.uk)

Please note that as of January '21 we will be based in Brighton, and will shortly share details of our new office address. To find out what motivated our move, grab yourself a brew and [read our blog](#).



# THRESHOLD/ LIFE AT THRESHOLD

## CLICK TO MEET THE TEAM



## A FEW WORDS FROM THE TEAM

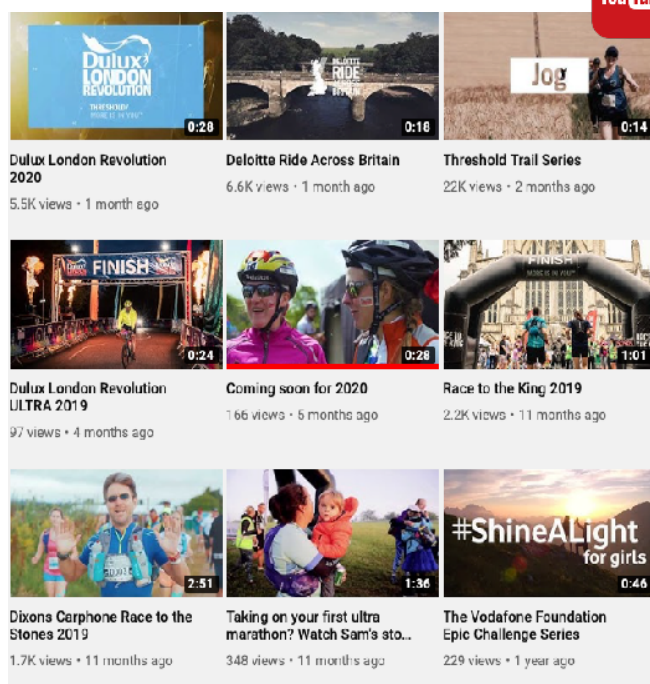
"I'm grateful to have found a workplace with such a positive and friendly environment where I feel my personal development is top priority. Then there's all the fun stuff we do in and outside of work - my wellbeing and happiness has taken a huge step-up since joining".

"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

