

THRESHOLD/

SOCIAL MEDIA 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:

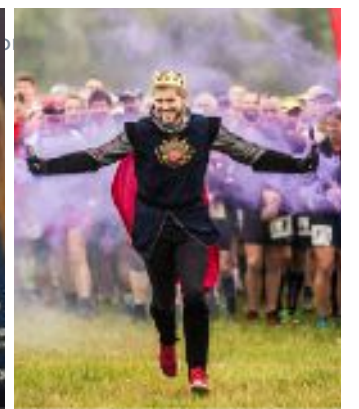
- Supporting individuals to go beyond what they feel is possible
- Showing clients how they can fulfil their potential as responsible businesses
- Enabling charities to maximise their fundraising and supporter engagement
- **Inspiring our employees to be the best versions of themselves**

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. In the process our events raised over £16m for charity. 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...

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WHAT THE JOB INVOLVES

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

The marketing team are responsible for bringing together and fostering our community of walkers, runners and cyclists. Ultimately this means inspiring them to take on an event or multiple events within our award-winning portfolio.

We are looking for a social butterfly to engage and bring our community together, through digital experiences and live event activations. For the right candidate, it will be an incredible chance to lead the content creation roadmap for a world class series of events.

We'll be asking you to do this

- Produce content to engage our community across various social media platforms
- Engage with our community directly through social media channels
- Create new website blog content and maintain existing posts
- Provide weekly reporting and analysis to the Marketing Director and CMO
- Design and manage a schedule of partner rights content
- Work closely with key stakeholders to deliver various social media comms across a number of channels
- Develop a social media strategy alongside the Marketing Director and CMO
- Brief external resources on asset creation
- Build strong relationships with social media influencers and identify new opportunities for partnerships
- Support other Threshold teams with ad hoc requests as and when required
- With the support of a Digital Designer, manage creative assets in a content library
- Be comfortable working in various design platforms to create assets on the go
- Attend our live event season to generate engaging and interesting stories
- Be comfortable working weekends, at locations across the UK during the summer months

It will help if you enjoy the following

- **Creating and innovating:** innovating as well as seeking and introducing change.
- **Working with people:** working with people, adapting to the team, communicating proactively.
- **Writing and reporting:** writing correctly, writing clearly and fluently, writing in an expressive and engaging style, and targeting communication.

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

SALARY: £23,000 - £25,000 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

LOCATION: This role is to be based from our offices in central **Brighton**

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

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

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

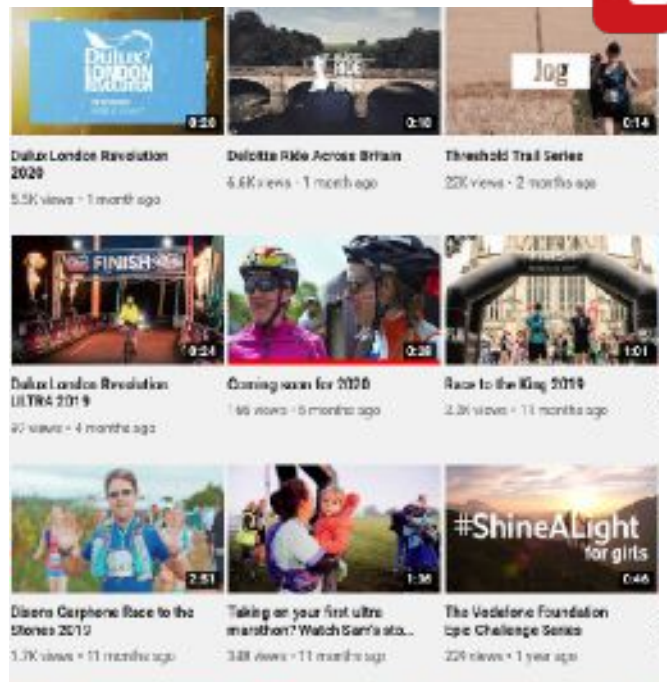
"I'm grateful to have found a workplace with such a positive and friendly environment where I feel my personal development is top priority. Then there's all the fun stuff we do in and outside of work - my wellbeing and happiness has taken a huge step-up since joining".

"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

