

# THRESHOLD/ WORK PLACEMENT YEAR- MARKETING

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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 2021, with many hand sanitizers in place, our team navigated covid-19 regulations to successfully deliver more than 28 physical and virtual events, all over the UK, helping over 40,000 people realise what they are capable of. In the process these events raised over £13m for charity. Furthermore, we expanded our portfolio with the acquisition of the awarding winning Endure24 running series.

We are now geared towards delivering a thriving 2022 events season and would love for you to be a part of it. We're offering students completing a sandwich course degree qualification a work experience placement in 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/





# THRESHOLD/ WHAT THE PLACEMENT INVOLVES

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

We're looking for someone who is super organised, with a great attention to detail, to join our Marketing Team. As we're a relatively small team of five, you'll get exposure to all our marketing activities. You'll learn what tactics we use to sell out our events and our approach to building engaged online communities.

At Threshold, all departments are closely interlinked and so you will learn from every member of the team to get the most out of your time with us. You will experience the full cycle of a fast-paced events company, from the planning stages through to event delivery and will be exposed to a variety of activities across the business.

### **We'll be asking you to do tasks such as this**

- Support in the creation of digital content (video, photography, digital flyers, copy etc)
- Upload digital content to our various websites
- Help grow our social channels and engage with our incredible online communities
- Work on our best in class participant experience, from the initial planning through to capturing amazing participant stories at our live events
- Build relationships with influencers, media and participants on the phone and in person
- Get to grips with Google Analytics and other data to drive traffic to our websites
- Research and deliver reports so we can make informed decisions
- Maintain information on our databases, crucial to all successful marketing plans
- Build relationships with our world-renowned partner brands including Adidas, Vodafone, Dulux, Princes Trust and HEINEKEN, to name a few

### **It will help if you enjoy the following**

- Building team spirit
- Being energetic and enthusiastic
- Working with people

### **These skills will also be useful**

- Organised and a great attention to detail
- Good communication and interpersonal skills
- Quick learner and a willingness to 'get stuck in'
- Ability to use your initiative and come up with new ideas and concepts
- Experience in using Photoshop, InDesign and Illustrator would be fantastic

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

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**EXPENSES:** This is an unpaid placement; however, travel and expenses are offered. We also offer payment for time spent crewing on live events on weekends outside of work placement hours

**DATES:** Up to 12 month sandwich placement from August 2022

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

**LOCATION:** Brighton

## WE LIKE TO KEEP PEOPLE HEALTHY

**We offer all volunteers and employees:**

- Opportunity to participate in Threshold Events (expenses reimbursed)
- Opportunity to take part in boot camps, Pilates, Yoga and afternoon energisers led by other Thresholdians
- Flexible time during the day to exercise or take time out
- Tea, coffee and soft drinks in the office (and a well stocked free bar)
- Mental Health First Aid Training available

## WE LIKE BEING SOCIAL

**You will be expected to attend (COVID permitting):**

- Annual summer camping trip (expenses fully reimbursed)
- Annual 3-day business planning and celebration trip (expenses fully reimbursed)
- Programme of activity throughout the year from pottery painting to more active pursuits
- Welcome lunches for new starters
- Regular catch ups out of the office to put the world to rights
- Fun, welcoming and lively environment in a bright and social office based in Brighton

## WE LIKE TO KEEP LEARNING

- Training from the best in the industry by working with an award-winning team
- Take part in internal training sessions, eg sales techniques, presentation, negotiation
- Internal mentoring opportunities, which can continue after the placement
- Networking opportunities within the industry

## WE LIKE TO GIVE BACK

- Volunteering days available each year upon request

For more information, please visit our [website](#) to see what we're all about!

# THRESHOLD/ HOW TO APPLY

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## WE WANT TO GET TO KNOW YOU

The recruitment process is a three 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. For the latter, please use no more than 300 words to explain why you would be the ideal candidate for this placement.
2. **An initial chat:** We will then want to chat in person, virtually or on the phone to see if we think you would thrive at Threshold.
3. **The final test:** For the final part of the process, we would invite you to meet the members of the department in which we think you will excel. An interview will be set up with the team, so they can get a feel for you and you can find out more about the great work that they do.

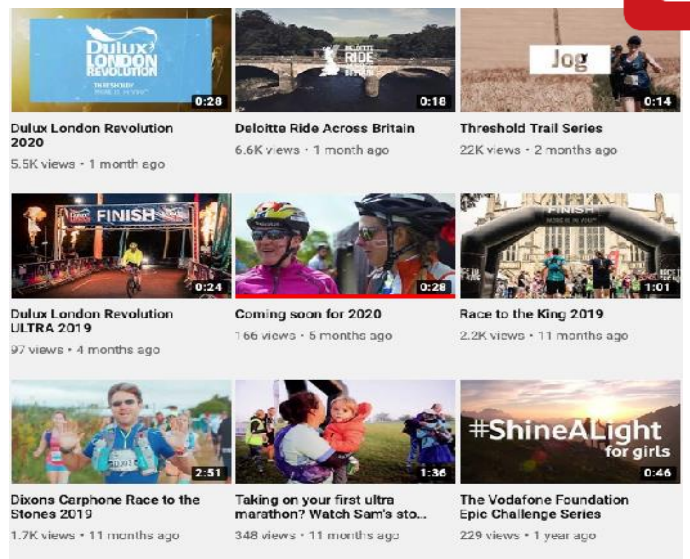
To apply please send your CV and cover letter to [careers@thresholdsports.co.uk](mailto:careers@thresholdsports.co.uk)

# THRESHOLD/ LIFE AT THRESHOLD

## CLICK TO MEET THE TEAM



## GET A FEEL FOR THE EVENTS



## A FEW WORDS FROM OUR PAST PLACEMENT STUDENTS



"I cannot imagine doing my placement year at a different organisation! The experience you gain and the levels of responsibility you have from the start are both challenging and extremely rewarding. The Threshold culture is amazing and I have already learnt so much from the talented and friendly team here at Threshold." - Brooke, 2020/21 placement student

Read mid- year blog [here](#)  
Read end of year blog [here](#)

'Just like any another job, the first day can always be a bit daunting, meeting lots of new faces, in a completely new environment, where you aren't so sure on what to expect. Combine all that with a global pandemic, you can just about picture the scene of how we felt. But of course, in true Thresholdian style, we were made to feel so welcome, and a part of the family in no time.' - Mae, 2020/21 placement student

Read mid-year blog [here](#)  
Read end of year blog [here](#)

## CLICK TO LEARN ABOUT THE EVENTS WE DO FOR CLIENTS

