

THRESHOLD/  
**JUNIOR CREATIVE**

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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, our team navigated covid-19 regulations to successfully deliver more than 20 mass participant events all over the UK. In doing so the events helped over 35,000 people realise what they are capable of and raised over £16m for charity.

Furthermore, we expanded our portfolio with the acquisition of the award-winning Endure24 running series. It was a hard year, but one we are massively proud of.

In 2022 we are set for our biggest ever year and will be working with some of the most successful companies and charities in the country to show once again that More Is In You™.

As we grow, we're looking for a new member to join our team.

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



# THRESHOLD/





# THRESHOLD/ WHAT THE JOB INVOLVES

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## **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 marvellous Creative with a passion for the outdoors to support the continued growth of our event portfolio through highly engaging multi-channel marketing campaigns.

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

- Design and develop high-quality work for all aspects of digital and print design.
- Have a holistic understanding of creative design and the omni-channel execution of a creative concept across both the online, print and instore environment.
- Video ideation, including regular repeatable formats that our brand will be known for.
- Sourcing content from creators that our audience would love to watch.
- Understanding social platform analytics and using them effectively to create engaging content.
- Creating edit templates for our repeatable formats.
- Pre-production and organising all in-house shoots for our brands.
- Managing production budgets and regular reporting
- Managing edit schedules to ensure content is ready for live dates
- Managing and mentoring junior content creators and video editors, giving clear feedback
- Understanding channel platform analytics and using them effectively to create engaging content.

### **You'll ideally have**

- An understanding of co-branded advertising and the relationship between publishers and brands.
- An interest in the editorial content
- An interest in all social platforms from Facebook to YouTube, Instagram and TikTok.
- Interest and knowledge of the sporting world.

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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**SALARY:** £25,000 to £30,000 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

**START DATE:**

### 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 and free annual health checks
- Subsidised gym membership, free coffees and cinema tickets
- £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
- Fun, welcoming and lively environment in a bright and social office

### 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

# THRESHOLD/ HOW TO APPLY

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## 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 Teams 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 role 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 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 have been based in Brighton. To find out what motivated our move, grab yourself a brew and read our blog.

# THRESHOLD/ LIFE AT THRESHOLD

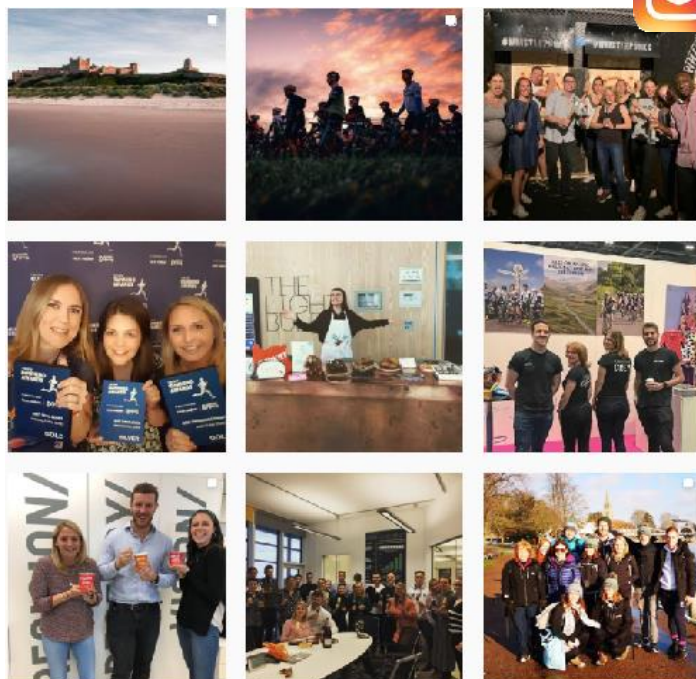
## CLICK TO MEET THE TEAM



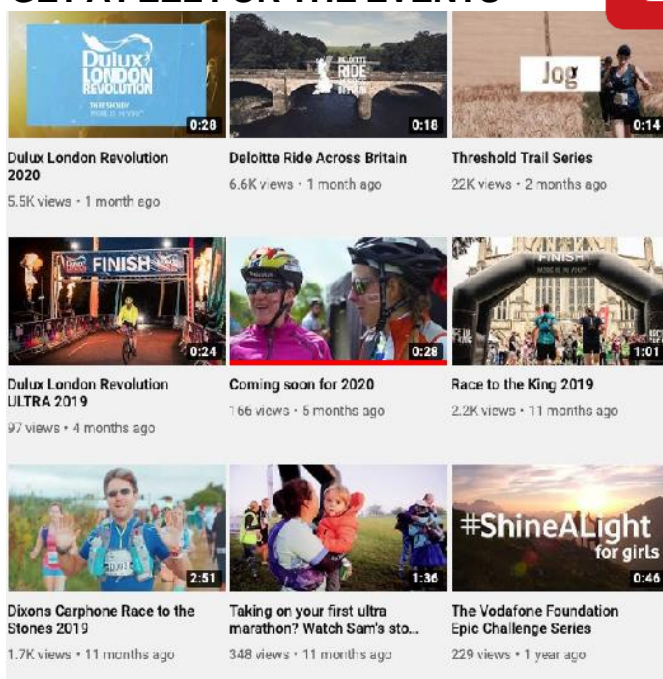
## A FEW WORDS FROM THE TEAM

"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."



## GET A FEEL FOR THE EVENTS



## A FEW OF THE COMPANIES WE ARE PROUD TO CALL CLIENTS

