

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 2023 our team will deliver more than 53 mass participant events across the world, from the the freezing forests of Finland to the mountains of Bhutan and right across our own breathtaking countryside here in the UK. In doing so the events will help over 44,000 people realise what they are capable of and raise over £14m for charity.

In 2024 we are set for our biggest-ever year with a wide range of events to deliver on behalf of some of the most successful companies and charities in the country. It's all part of how we want to show people of all shapes and sizes 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

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 of mass participation endurance challenges including: [Ride Across Britain](#), [Endure 24](#) and the [Threshold Trail Series](#).

We are looking for an ambitious Social Media Executive with a passion for fostering online communities, and the great outdoors, to support the continued growth of our event portfolio through highly engaging social media campaigns.

We'll be asking you to do this

Strategy

- Evaluate new/rising social platforms and educate others on the priorities and opportunities
- Work collaboratively with colleagues and third parties to develop and execute influencer strategies to grow engaged audiences across owned channels

Campaign execution

- Create content and run community and partner activations on our channels
- Actively manage the day-to-day on our primary social media channels including, but not limited to: Meta, YouTube, X, LinkedIn, Strava, Racecheck and TikTok
- Develop and manage paid social media campaigns
- Advocate for a 'performance mindset' across the wider team and business, fostering a deeper understanding of customer-centric, data-driven marketing
- Attend Threshold events to capture photos and video to share the participant experience in real-time / as live content

Campaign optimisation

- Find new and creative ways to reach new audiences and grow our fanbase
- Monitor and analyse feedback from our audience and funnel new ideas into relevant teams
- Track, monitor, and optimize performance against key KPIs

Brand

- Be an ambassador for the brand
- Bridge the gap between online channel and in-person events
- Develop digital communication guidelines in line with the brand tone of voice
- Create content for events that is in line with brand and tone of voice guidelines

Budgeting and reporting

- Ensuring budget, performance and reporting are delivered with support of the senior team
- Track and measure the success of social media initiatives delivering weekly overviews, monthly reviews and quarterly reports and analytics

You'll ideally have:

- Demonstrable experience in social media, be a digital native
- Experience in paid social media campaign planning and management
- An ability to collaborate with internal and external groups, solicit and act on their feedback
- Excellent written and spoken English language skills with an editorial point of view on what is right for public social and community channels

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It will help if you enjoy the following

- **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.
- **Achieving personal work goals and objectives:** achieving objectives, working energetically and enthusiastically, pursuing self-development, and demonstrating ambition.
- **Coping with pressure and setbacks:** coping with pressure, showing emotional self-control, balancing work and personal life, maintaining a positive outlook.
- **Applying expertise and technology:** applying technical expertise, building technical expertise, sharing expertise, using technology resources, demonstrating physical and manual skills, demonstrating cross functional awareness, and demonstrating spatial awareness.

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

SALARY: £26,000 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: As soon as available

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 a 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 3-day business planning and celebration trip (fully funded)
- Programme of activity throughout the year from pottery painting to more active pursuits
- Regular catchups in local pubs and in the great outdoors 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

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

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

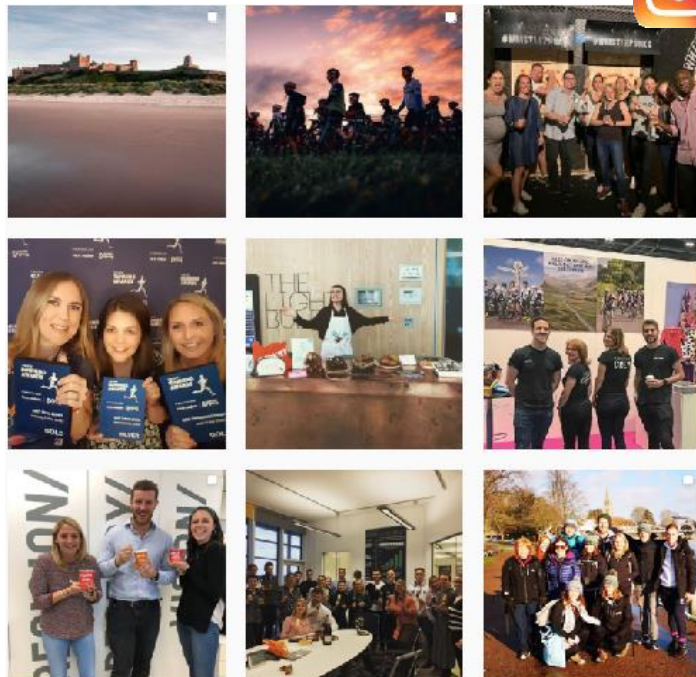
CLICK TO MEET THE TEAM



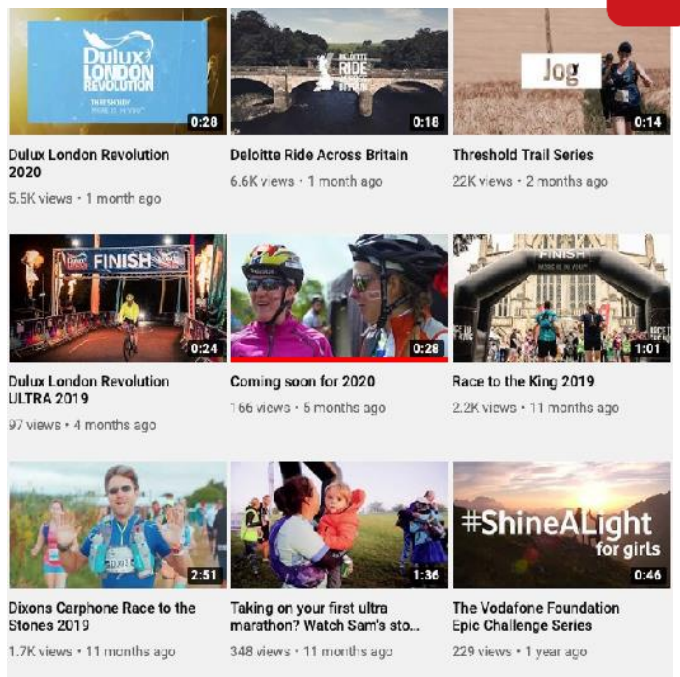
A FEW WORDS FROM THE TEAM

"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

