

THRESHOLD/

WORK PLACEMENT YEAR - MARKETING



THRESHOLD/ WORK PLACEMENT: MARKETING

AT THRESHOLD WE BELIEVE THAT MORE IS IN YOU™

Our Purpose is to help people realize 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 maximize their fundraising and supporter engagement
- **Inspiring our employees to be the best versions of themselves**

In 2023, our team successfully delivered more than 43 physical and virtual events, all over the UK and beyond helping 50,000 people realize what they are capable of. In the process, our events raised over £14m for charity.

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/



WHAT THE PLACEMENT INVOLVES

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, where 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 and website administration
- 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, Babble, and Runna, 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

CONTRACT: This is a 12-month contract at 4 days per week. This is unpaid.

BENEFITS: 50% off a local gym membership per annum and 50% off one pair of trainers from Runners Need per annum

EXPENSES: Travel and expenses are offered, up to £15 per day. We also offer payment for time spent crewing on live events on weekends.

DATES: From 1st August 2024 – 31st July 2025.

FLEXIBLE HOURS: 9-5pm with flexibility for early or late starts and remote working 1 day per week.

LOCATION: This role is based from our offices in central 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
- Fruit, treats, tea, coffee and soft drinks in the office (and a well-stocked free bar)

WE LIKE BEING SOCIAL

You will be expected to attend:

- Annual summer camping trip (expenses fully reimbursed)
- Annual 3-day business planning and celebration trip (expenses fully reimbursed)
- Program 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 in Brighton

WE LIKE TO KEEP LEARNING

- Training from the best in the industry by working with an award-winning team
- Full program of training delivered throughout the year from leadership and negotiation to live event management and mental health first aid
- 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

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 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, 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

THRESHOLD/ LIFE AT THRESHOLD

CLICK TO MEET THE TEAM



GET A FEEL FOR THE EVENTS



A FEW WORDS FROM OUR PAST PLACEMENT STUDENTS



'My placement year at Threshold was quite simply unbelievable. The culture, the people and the level of responsibility you will get are quite simply unique. The events industry was fairly new for me.... but within weeks I was completely enthralled by everything to do with it. You will work extremely closely with the most talented people in the industry and get to travel the country putting on the most awe-inspiring events. I truly believe you will not get the same experience in any other company/placement year. Give it a go, you'll love it!!'

- Lewis 2022/23 placement student from Loughborough University

"My placement at Threshold was a truly amazing year which taught me more than I could have imagined. Being alongside people with such knowledge and experience showed me new ways of working and inspired me to perform to the best of my ability. My placement has transformed my degree to show that I have practical experience, not just theoretical understanding which I hope will help me in the future" – Heather, 2021/22 placement student from Loughborough University
Read mid-year blog [here](#)

"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."

- Brooke, 2020/21 placement student from Loughborough University. Read end of year blog [here](#).

"I started with Threshold during the global pandemic, a time of great uncertainty for the sport events industry, yet it has been amazing to have been so deeply involved and experienced so much (even with the challenges of remote working!)"

– Mae, 2020/21 placement student from Loughborough University. Read end of year blog [here](#).

CLICK TO LEARN ABOUT THE EVENTS WE DO FOR CLIENTS

SIDLEY

RSM

adidas TERREX

MACMILLAN
CANCER SUPPORT

Associated
British Foods
plc

Morgan Stanley

COMIC
RELIEF

vodafone

DHL
Express

Deloitte

Dulux
let's colour

NatWest
Group

CANCER
RESEARCH
UK

babble