

**THRESHOLD/**

## **SENIOR EVENT DIRECTOR (Mat Cover)**

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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 successfully delivered more than 35 mass participation events, all over the UK, and abroad including Finland and Bhutan and helping over 40,000 people realise their potential in the great outdoors. In the process we helped to raise over £13m for charity.

In 2024 we're looking forward to once again working with some of the biggest companies and charities in the country. The senior event director will play a pivotal role in the delivery of some of our most high-profile client events such as Natwest, Comic Relief, Street Child and Vodafone.

**While our calendar continues to take shape, these are some of the projects you could be involved in...**

### **The Big Ride for Africa**

A corporate endurance festival over 4 days with cycling, running and hiking that has taken place previously in Germany, Ireland and England. Participants come together from one of the world's largest multi-nationals to raise much needed funds for Street Child. Find out more [here](#).

### **The Vodafone Epic Challenge Series**

A series of uniquely epic challenges for Vodafone employees around the world, that has previously included a 645km trans-Alps cycling challenge from Laussane to Nice. Read [more](#).

### **Comic Relief**

Celebrity challenges around the world from Lake District to Kilimanjaro

### **Macmillan Big Day Out**

A new and innovative series of family fundraisers that celebrates the best of London and Birmingham.



# THRESHOLD/





# THRESHOLD/ WHAT THE JOB INVOLVES

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

We're looking for a proven Senior Event Director with hands-on experience of delivering a range of outdoor challenge events to lead the operations for our most prestigious client events in 2024. You'll be the conduit for our freelance project managers, as well as having hands on, event delivery responsibilities of your own.

You'll enjoy the challenge and reward of working with high-profile clients, and with event season just a few months away, you'll have the experience to swiftly be up and running.

This is a fantastic time to join the Threshold team as we plan an exciting and profitable 2024. The team here is growing, with new client events on our books such as the iconic BHF London to Brighton Bike Ride.

The role will sit on our operations team. We're the project managers responsible for the physical and technical delivery of every element of our events and we oversee the health and safety of some 40,000 participants per annum. You'll be a seasoned, event operations professional and like us you'll be passionate about bringing people's visions to life.

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

- Oversee and project manage a wide range of events
- Scope new opportunities and events for future delivery
- Lead the team as 'Event Director' on live event day
- Own, set and report on event budgets
- Take responsibility for H&S and emergency planning
- Oversee key supplier contract negotiations
- Manage day to day relationships with clients
- Be the conduit for our freelance Event Directors delivering client events

### It will help if you enjoy the following

- **Planning and organising:** Project planning, setting objectives, managing time, managing resources, and monitoring progress.
- **Leading and supervising:** including providing direction, coordinating action, coaching, delegating, empowering, motivating, and developing team members
- **Entrepreneurial and commercial thinking:** monitoring markets and competitors, identifying business opportunities, demonstrating financial awareness, controlling costs, and keeping aware of organisational issues
- **Creating and innovating:** innovating as well as seeking and introducing change.
- **Working with people:** understanding others, adapting to the team, building team spirit, communicating proactively, showing tolerance, consideration and empathy.

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

- Minimum 6 years event operations experience in the outdoor endurance event sector
- Series/multi event project management of simultaneous projects (budgets from £500k upwards)
- Complex logistics and operations management
- Client account management
- Leading a multifunctional project team
- Budget setting, creation and reporting
- Extensive experience as 'on the day' live event director
- Proficiency with Microsoft Office and CRM systems

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:** £45k to £55k per annum, pro-rata (this may be increased for more senior candidates)

**HOLIDAY:** 28 days (inc. bank holidays) pro-rata plus time off between Christmas and New Year

**PENSION:** 5% employer contribution after 3 months

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

**START & TERM:** March 2024 starts for 6-9 month term

**LOCATION:** Hybrid – home working plus minimum 1 day per week from our offices in central Brighton

### WE LIKE TO KEEP PEOPLE HEALTHY

- 1 additional day off for every weekend day worked on an event
- Free boot camps, Pilates, Yoga and afternoon energisers led by other Thresholdians
- Flexible time during the day to exercise or take time out
- Free fruit and other treats in the office
- Free tea, coffee and soft drinks in the office (and a well stocked free bar)

### WE LIKE BEING SOCIAL

- Annual summer camping trip (fully funded)
- Annual 3-day business planning and celebration trip (fully funded)
- Welcome lunches for new starters
- 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

- Full internal training programme with sessions on subjects such as sales techniques, presentations, negotiation and leadership
- Mentoring opportunities
- Weekly feedback and line management support
- Networking opportunities within the industry

### WE LIKE TO GIVE BACK

- 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 Skype 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 team members from senior to 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).

**Closing Date:** Monday 1<sup>st</sup> January (End of)

**Start Date:** Early March 2024

# THRESHOLD/ LIFE AT THRESHOLD

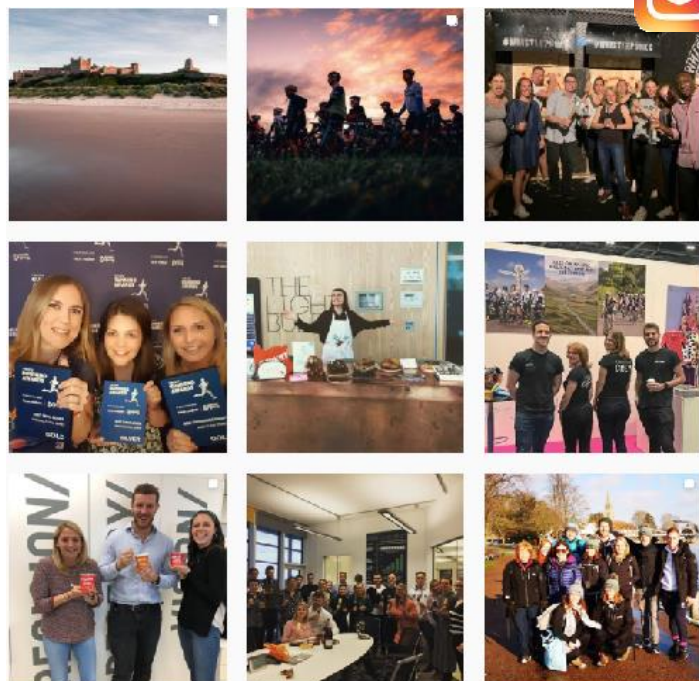
## CLICK TO MEET THE TEAM



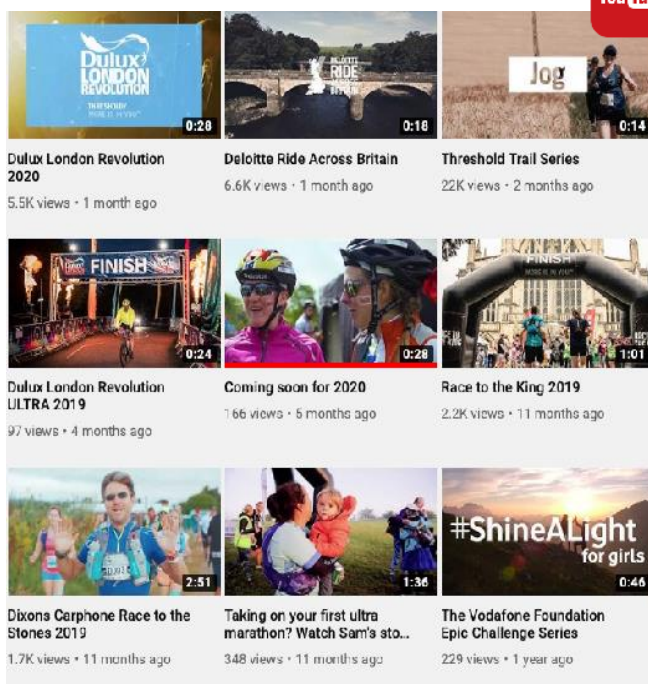
## A FEW WORDS FROM THE TEAM

"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

