

# THRESHOLD/ WORK PLACEMENT YEAR – MARKETING

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## 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 2024, our team successfully delivered more than 45 physical and virtual events, all over the UK and beyond helping 60,000 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 read on 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, 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

### **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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**CONTRACT:** This is a 12-month contract at 4 days per week. Your 4 days per week will include crewing on 12 'live event' days through the year.

**PAY:** £5k stipend paid in monthly instalments.

**EXPENSES:** Travel and expenses are offered for business activities (this does not include travel to and from the office)

**DATES:** From 1<sup>st</sup> August 2025 – 31<sup>st</sup> July 2026.

**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 3-day business planning and celebration trip (expenses fully reimbursed)
- Program of team building activities 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

## 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

# THRESHOLD/

## TESTIMONIALS FROM PREVIOUS WORK PLACEMENTS

**Lewis Day shares his experience:** *"I had no idea what 'Operations' really even meant, and came out of it able to lead people on a site, with knowledge of how an event works, that I am able to take onto any future event I work on. Best thing about working at Threshold? The culture is unrivalled, everyone is of a similar mindset, and this creates a culture focused around being 'One Team'. A very sociable work environment, always with fun day's out, trips to the pub and jokes in the office. How the experience has set me up for the future: I am now working in a global events league (SailGP), and without my operations knowledge I gained from Threshold, I don't believe I would have got this job (direct quote from employer)!"*

**James Walton reflects:** *"Working at Threshold developed many skills that benefitted me for my final year of university as well as ones that are transferable into all workplaces including time management, communication and confidence working in a business environment. My favourite thing about working at Threshold is the opportunity to get outside on the event site, seeing all your work come to life and engaging with participants as they crush some crazy challenges! Working at Threshold gave me my first taste of working in a real business and the contacts and friends I made have kept me coming back for two more event seasons, so far!"*

## 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 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, over video call or on the phone to see if we think you would thrive at Threshold.
3. **The final test:** The last part of the process, we would invite you to meet the members of the department in which we think you will thrive. 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 they do.

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

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

Follow us on [Instagram](#)

Find us on [LinkedIn](#)