

# THRESHOLD/ MORE IS IN YOU™

## Marketing Manager

Job description, December 2025



# We believe More Is In You™

**Threshold's purpose is to help people realise their potential through world-class events.**

In 2025, our team successfully delivered over 50 mass participation events across the UK and as far afield as Rajasthan, empowering more than 60,000 people to discover what they're truly capable of.

Along the way, these events raised over £25 million for charity.

2026 is set to be another significant year of growth with our public events in double-digit growth and multiple new brand partnerships and high-profile clients coming on board.

**We're looking for a new team member to join our Marketing team to promote our mass participation public events.**

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



# What the job involves

The Marketing Manager sits at the heart of the marketing team working across multiple projects. It's an ideal role for those people looking to develop the next stage of their career with clear responsibilities of team, agency, and campaign management. It also offers a great springboard into future roles across commercial marketing, brand management, and new product development.

We look to hire on potential as much as technical expertise, but we will be looking for you to be involved in the following:

- **Comms planning:** Manage the planning and execution of the marketing communications calendar with a clear focus on driving ticket sales and event demand.
- **Partner campaigns:** Work with high-profile brand and charity partners like Runna and SportsShoes.com to create unmissable campaigns and activations around our events.
- **Live event activation:** Be a key part of the live event team activating the marketing and content plans on the ground.
- **Digital marketing:** Coordinating and refining digital campaigns, across paid and organic social media, website and email.
- **Agency and team management:** Inspire and manage your team, our agencies and our content creators to deliver work on time, on budget and to a high standard.
- **Brand guardianship:** Act as a brand guardian, ensuring all marketing activity is consistent with Threshold's tone, values and visual identity.



# The ideal character traits

**Planning and executing:** Setting objectives, planning, managing time, managing resources and monitoring progress.

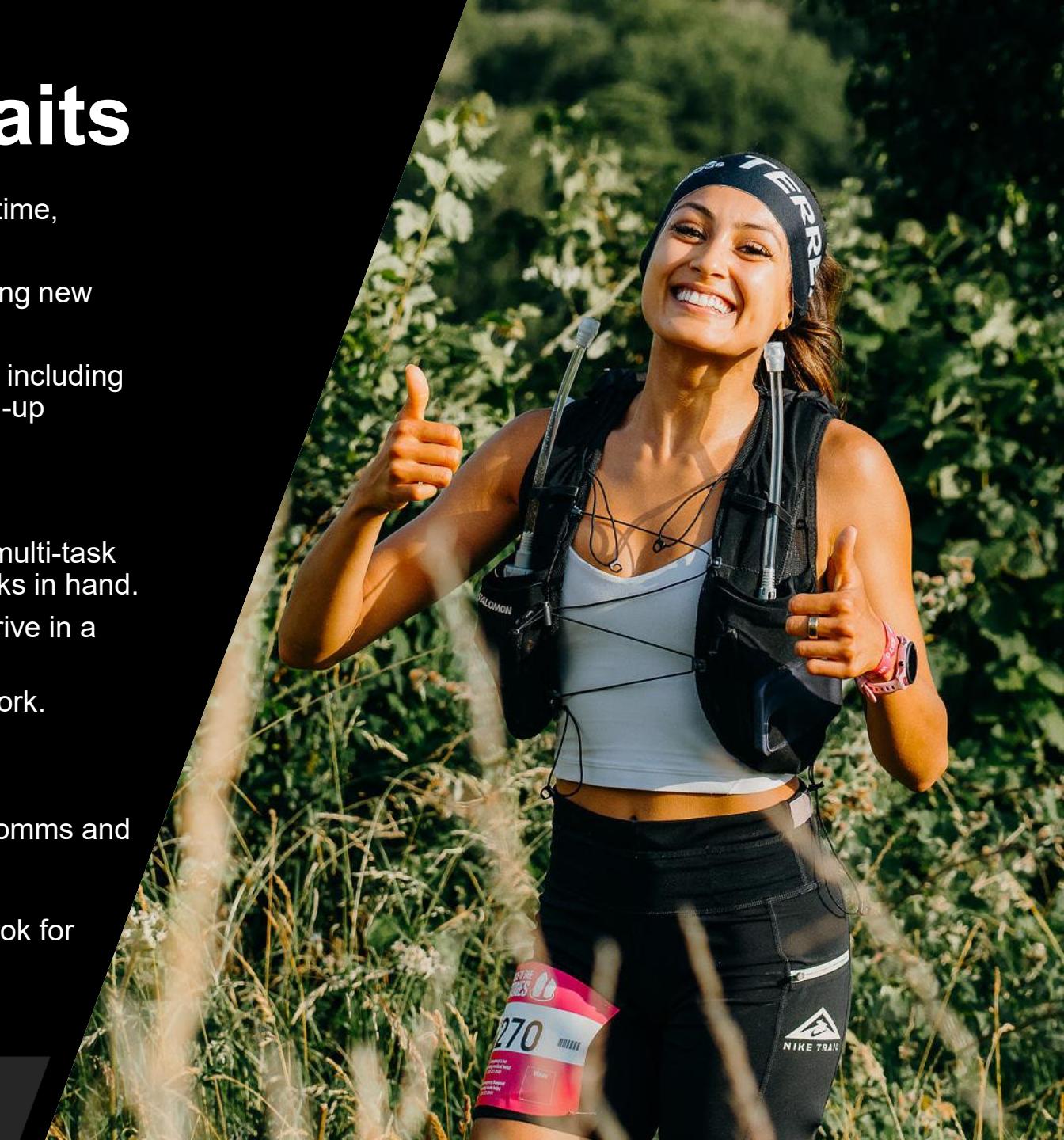
**Adapting and coping:** Flexing and responding to change, accepting new ideas, adapting interpersonal style, dealing with ambiguity.

**Cross-functional collaboration:** Work closely with internal teams including commercial, operations and account management to deliver joined-up campaigns and a consistent participant experience.

## These skills will also be useful:

- Ability to prioritise and a keen attention to detail – an ability to multi-task whilst maintaining a high level of knowledge of the different tasks in hand.
- Excellent written, verbal and remote communication skills to thrive in a hybrid work environment.
- Planning experience with knowledge of how media channels work.
- Strong understanding of digital KPIs.
- Experience of campaign reporting and data analysis.
- A good understanding of strategy with the ability to present a comms and media plan with the right narration.

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.



# The core package

**SALARY:** £35k to £45k per annum

**BONUSES:** Potential for performance and company-related bonuses

**HOLIDAY:** 28 days (inc. bank holidays) plus time off between Christmas & New Year

**PENSION:** 5% employer contribution

**LOCATION:** Brighton

**REPORTING:** To Senior Marketing Director

**START DATE:** February 2026 Onwards

## FLEXIBLE WORKING:

- Remote working:** 3 days a week in the Brighton office as a baseline
- Flexible hours:** 9-5 pm with flexibility for early or late starts
- Extended breaks:** Flexible time during the day to exercise or take time out
- Additional Holiday:** Option to buy additional holiday at a discounted rate
- Time off in lieu:** 1 extra day off for every weekend day worked on event
- Extended remote working:** Option for additional days e.g. working abroad
- 4-day week:** Open to discussion of reduced hours

## LONG SERVICE:

- 5yr & 10yr long service rewards with additional annual leave and budget for adventure funding



# Extended benefits

## We like being healthy

- Vitality Healthcare, which includes:
  - Up to 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
- Boot camps, pilates, yoga and energisers led by Thresholdians
- Free fruit, treats and a well-stocked top shelf bar in the office

## We like being social

- Annual 3-day business planning and celebration trip (fully funded)
- Programme of activities throughout the year from pottery to padel
- Welcoming and lively environment in a bright and social office

## We like to keep learning

- Internal training and opportunity for funding for personal development
- Mentoring opportunities both internally and externally

## We like to give back

- Match Funding of up to £100 for any charity challenges you take on
- Volunteering days available each year upon request



# The application process

## 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 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, online 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 [here](#)**

- Closing Date: Sunday 11th January 2026
- Interviews: From date applications received to 21st January
- Start date: February 2026 onwards

