

## Job specification:

### Threshold Graduate/Intern Placements

#### About us

- Threshold Sports is an events agency that is founded on the principle of “MORE IS IN YOU”, a mantra that we inherited from Olympic athlete James Cracknell, one of our three founding partners. This principle defines everything we do.
- We create extraordinary events, with extraordinary outcomes. We think up and deliver breathtaking outdoor challenges for people or organisations looking to push themselves. They can be anything from an overnight marathon walk to a 9-day 1,000 mile cycling challenge.
- We've worked with some of the best known companies from the UK and abroad: **Deloitte, Vodafone, Barclays, BP, Deutsche Bank, Bupa, Nokia, Dulux, Cisco, Mondelez**

#### We specialise in:

##### Public Events

Creating unforgettable public participation events; from epic rides that span the entire length of Britain, to multi-day ultramarathons through historic World Heritage sites.

##### Corporate Events

Building bespoke corporate events to meet a variety of our clients' strategic objectives; from employee engagement and wellbeing to charitable fundraising, leadership, brand building and client entertainment.

#### Threshold Intern/Graduate suitability

We expect the following as a minimum requirement from the graduates/interns that we recruit:

##### Graduate

- In final year of university or recent university finisher
- Clear goal or ambition to take up a career within the sports marketing / events industry

##### Intern

- 6<sup>th</sup> form / college student (aged 18 when starting with Threshold) or university student on a placement year
- Interest in sports marketing and events, looking at different options for future career choices

#### Attributes and personality traits

Graduate/interns will be respected like other full-time members of staff and therefore expected to maintain the same high standards and conduct the same behavior as all Threshold employees. So, as well as a strong passion for challenges and the sports marketing/events world, we also look for a number of specific attributes in an individual too:

##### We love:

- People who like to get the **most out of life** and themselves
- People who want to be the **best they can** be and are prepared to **improve**
- People who will **go the extra mile**
- **Decent, caring, honest, humble and thoughtful** people who have a sense of humour
- People who put the **team ethic first**
- People who have **grit, resilience and determination** to succeed

##### We relish individuals who demonstrate being:

- **Hard working** and **diligent**
- **On the ball**, and who use their **initiative**
- **Accurate** and **precise**

- Willing to adhere to company **processes** and practices
- **On time and organized**
- **Tidy, friendly and polite**
- creative, conjuring up **new ideas and concepts away from the norm**
- Blessed with **common sense!**
- **Flexible** and **adaptable**
- Confident in using **Excel and Word**
- A **'get stuck in'** type
- Good **communication** and **interpersonal skills**

### **Internship/Graduate roles and duties**

Interns/graduates will be exposed to activities across the business as well as possible live events.

#### **Common weekly roles will include:**

##### **Logistics & Client Servicing**

- Supplier liaison
- Creative searches e.g. hospitality ideas and entertainment
- Booking accommodation and transport
- Researching relevant material for client presentations
- Final pre-event administrative jobs e.g. packing event vehicles, printing signage
- Printing and filing documentation
- Answering queries in the Threshold event inboxes
- Managing event fulfilment; wristbands, packaging, timing chips
- Writing up minutes from internal or client meetings
- Creating info sheets e.g. taxi numbers, local train stations

##### **Marketing & New Business**

- Monitoring Threshold event Facebook pages
- Posting Threshold event updates on social media
- Attending ideas and creative sessions
- Copy writing for marketing e-newsletters
- Supporting in the design of new logos and motifs across events, marketing campaigns etc.
- Monitoring data, trends and statistics of website activity and campaigns
- Business opportunity and competitor research
- Update databases of key client information

#### **Example Graduate placement projects:**

- Assisting creation of client pitches or proposals
- Marketing collateral and campaign development
- Reviewing event suppliers and researching more cost effective options
- Copy writing for monthly event communications
- Supporting new events research and scoping
- Managing event volunteer programmes
- Assisting with Event Supplier and Partner activations

#### **General points**

- **Salary**
  - Our graduate placements will be paid or unpaid depending on the role you are taken on for and the duration of time that you will be working with us.

- **Future employment**
  - There is no guarantee of permanent employment on completion of the placement period. Nevertheless, if you have a successful placement with us, we shall always keep your details on record should a suitable role arise.
- **Office location**
  - Threshold Sports, 2<sup>nd</sup> Floor, Roberts House, 103 Hammersmith Road, London W14 0QH
  - Nearest Transport:  
Barons Court – Piccadilly and District  
West Kensington – District  
Kensington Olympia – Overground
  - If you are successful in securing a placement, you will be responsible for arranging your own accommodation within commuting distance to the Threshold offices and it is your own responsibility to organise your own travel arrangements.
- **Working hours**
  - 9:00am – 6:00pm Monday to Friday (unless working on a live event).
- **Dress code**
  - Smart-casual in the office, unless you are meeting clients or on a live event, in which case appropriate dress is expected (you will be advised on this at the time).

If you are interested in taking up an Intern/Graduate role at Threshold Sports, please send your CV and a covering letter to [info@thresholdsports.co.uk](mailto:info@thresholdsports.co.uk)