



# OUR EVENTS CHANGE LIVES

*From Land's End to John O'Groats, along the UK's oldest pathways, and to the world's largest megalithic Stone Circle... this role will challenge you to inspire others and take you to places you've never been before...*

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**SOCIAL MEDIA AND CONTENT EXECUTIVE  
PERMANENT ROLE**

**THRESHOLD/SPORTS**



### More is in you

Award-winning events. Awe-inspiring landscapes. A dynamic and ambitious team. At Threshold Sports, we strive to create and deliver incredible events in breathtaking locations that help people realise their full potential. Now you can be a part of our team.

We have an exciting opportunity for a someone who loves social media and understands how to create and deliver compelling stories to both the **cycling and running communities**.

*Are you an energetic 'Firestarter' who lives and breathes social media?*

*Do you think proactively and reactively to seek out opportunities?*

*Do you have the ability to track down stories and bring them to life digitally?*

**If so, we want to hear from you!** This rewarding role will challenge you, grow your digital marketing skills and help deliver far-reaching impacts for thousands of people.

Click below to watch a sample of the magic you will be helping to create...



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| <b>Contract type</b> | Permanent  |
| <b>Hours:</b>        | 5 days a week, 09:00 to 17:00 (flexible working hours available) |
| <b>Location:</b>     | Wandsworth, London   |
| <b>Start date:</b>   | As soon as possible  |
| <b>Salary:</b>       | £23K-£27K (depending on skills & experience)                     |

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| <b>About Threshold:</b> | <p>At Threshold our purpose is to help people realise their potential through world-class events. We do this by:</p> <ul style="list-style-type: none"> <li>• Supporting <b>individuals</b> to go beyond what they feel is possible</li> <li>• Showing <b>clients</b> how they can fulfill their potential as responsible businesses</li> <li>• Enabling <b>charities</b> to maximise their fundraising and support engagement</li> <li>• Inspiring our <b>employees</b> to be the best versions of themselves</li> </ul>   |
| <b>Job Description:</b> | <p>Key areas will include:</p> <ol style="list-style-type: none"> <li><b>1. Social media</b> <ol style="list-style-type: none"> <li>a. Build and manage the following event social channels including Facebook, Twitter, Instagram, YouTube and ideally Strava           <ol style="list-style-type: none"> <li>i. Deloitte Ride Across Britain</li> <li>ii. Dulux London Revolution</li> <li>iii. Dixons Carphone Race to the Stones</li> <li>iv. Race to the King</li> <li>v. Race to the Tower</li> </ol> </li> <li>b. Attend our live events and act as a roaming reporter - capturing interesting and entertaining stories, then share these on our channels</li> <li>c. Activate a 12 month content plan to share quality content relevant to the running, walking and cycling communities with the aim of growing our brand and social following, and driving ticket sales</li> <li>d. Feed into the wider strategy and build a social media plan which complements our overall marketing plan and objectives</li> <li>e. Listen and credibly engage with appropriate social discussions within our relevant communities to drive brand love and loyalty</li> <li>f. Credibly integrate our event partners into the content across our social channels and report on the value added</li> <li>g. Track the success of our activities and feedback recommendations to the wider marketing team on a regular basis</li> <li>h. Explore new social networks and ways to reach a wider audience</li> </ol> </li> <li><b>2. Email marketing</b> <ol style="list-style-type: none"> <li>a. Manage and build various email lists and campaigns, including the design of templates, call-to-actions and produce the content used within the emails</li> <li>b. Segment lists based on audience behaviours including past participants, registered interest and website interactions (content downloads, site page visits etc)</li> <li>c. Measure results and optimise the consumer journey across our digital channels to convert leads into customers</li> <li>d. Work to minimise list decay and unsubscribes while increasing productivity of our email sends</li> <li>e. Automate the distribution process, as and where possible</li> <li>f. Report and feedback key learnings and recommendations to the wider team on a regular basis</li> </ol> </li> <li><b>3. Influencers</b> <ol style="list-style-type: none"> <li>a. Identify new influencers across our relevant communities, present options to team and then secure the services of approved individuals</li> <li>b. Manage relationships with our influencers moving forwards and maximise each opportunity</li> <li>c. Report and feedback key learnings and recommendations to the wider team on a regular basis</li> </ol> </li> <li><b>4. Websites</b> <ol style="list-style-type: none"> <li>a. Manage the blog section on each of our websites</li> <li>b. Create an editorial calendar to ensure there is a steady flow of entertaining and educational content</li> <li>c. Work with influencers to create new blog content</li> </ol> </li> </ol> |
| <b>Key Traits</b>       | <ul style="list-style-type: none"> <li>• Storyteller and lover of all things social media</li> <li>• Entrepreneur and a go getter</li> <li>• Creative and positive mindset</li> <li>• Planner with great attention to detail</li> <li>• Achiever who is driven by results</li> </ul>  |

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|                              | <ul style="list-style-type: none"> <li>• Adaptable and flexible</li> <li>• Amazing sense of adventure and humour!</li> </ul>   |
| <b>Essential Skills</b>      | <ul style="list-style-type: none"> <li>• <b>Social Media</b> <ul style="list-style-type: none"> <li>○ Super confident, active and influential on all forms of widespread social media</li> </ul> </li> <li>• <b>Digital</b> <ul style="list-style-type: none"> <li>○ Passionate about the latest digital trends and experienced at uploading content to modern websites</li> </ul> </li> <li>• <b>Copy:</b> <ul style="list-style-type: none"> <li>○ Specific talent in writing amazing short copy that entertains and drives action</li> <li>○ Able to adapt the above style to write medium copy for newsletters and longer copy for our website</li> </ul> </li> <li>• <b>Photography</b> <ul style="list-style-type: none"> <li>○ Ability to take photos and upload these in real time using a smartphone to tell community stories which inspire change</li> </ul> </li> <li>• <b>Video:</b> <ul style="list-style-type: none"> <li>○ Experience of making super short 'highly watchable' videos with a smartphone that can then be shared directly on our social channels</li> </ul> </li> <li>• <b>Design:</b> <ul style="list-style-type: none"> <li>○ Possess the eye of a designer i.e. the ability to set things out in a way that both looks great and encourages engagement</li> </ul> </li> <li>• <b>Technical:</b> <ul style="list-style-type: none"> <li>○ Technical proficiency with Excel and ideally Wordpress, Mailchimp, Survey Monkey, Google Analytics, SEO, Facebook ads Manager, social analytics, CRM systems and Keynote</li> </ul> </li> <li>• <b>Character:</b> <ul style="list-style-type: none"> <li>○ We like getting outdoors and having a positive effect on people's health and well-being so you'll enjoy a physical challenge. You don't have to be an Ironman, but if you like to get sweaty in the great outdoors every now and then it helps.</li> </ul> </li> </ul> |
| <b>Company Culture</b>       | <ul style="list-style-type: none"> <li>• Free place on any Threshold Sports event (except Ride Across Britain)</li> <li>• Regular staff social events and outings as part of Threshold – last month we did Axe Throwing.</li> <li>• Completely optional weekly circuit sessions in our local park to get the blood pumping at lunchtime</li> <li>• 'More Is In You' fund (up to £250 to put towards taking on challenges) to help you take on the world!</li> <li>• Free fruit and healthy snacks</li> <li>• 20 days including bank holidays (pro-rata) and the three days between Christmas and New Year</li> <li>• Private Healthcare</li> </ul>   |
| <b>More about Threshold:</b> | <p>At Threshold Sports we create extraordinary outdoor challenges with extraordinary outcomes for people of all abilities whether they be employees in global companies, celebrities or just plucky individuals looking for a challenge.</p> <p>We believe people have tremendous potential to achieve more than they ever thought possible and to prove it we create challenges to test people's very fibre and spirit.</p> <p>Our events serve a holistic purpose: getting people fitter and healthier, bonding people through shared endeavour, fostering better team work, raising stacks of cash for charities, providing a healthier way to get to know clients and giving those that take part a greater sense of self-esteem, optimism and resilience.</p>   |

If you believe you are the right person for this challenge, then please apply via email to [info@thresholdsports.co.uk](mailto:info@thresholdsports.co.uk). Include a **CV** and **covering letter** explaining why you would be the perfect fit for Threshold and this role.