

# PPC Exec. Go Dark.

We're not for everyone

We could be for you



**DARK  
HORSE**

A large, hand-drawn yellow starburst graphic with several thick, radiating lines, positioned on the left side of the page.

## PPC Exec for a Google Premier Partner

Dark Horse offers a great career path with working with some of the top professionals in the industry. It offers a competitive salary as well as the chance to change perceptions of PPC for the industry. Dark Horse is an agency who wants to make a difference to its clients and employees. We are Altrincham-based so you can hob nob at the trendy market and be all Cheshire set. It is pretence of course; we're still on the tram map. It's Manchester, however you cut it.

We are recruiting for multiple PPC Execs to join the Search Marketing team. This agency is renowned for its client services and has ambitious growth plans. This is a hands-on role in which the successful candidate will be involved in devising cutting-edge paid search strategies for SME brands.

Dark Horse believes in challenging the status quo and it is looking for someone with a hungry mindset, keen to deliver. We have one aim... Build and scale the best PPC dept in the country. This is a chance to learn from the best. We are already a Google Premier Partner which puts this team in the top 100 PPC teams in the country. Anyone can be a Google Partner – It's all about Premier for the early BETA's and showing off.

### Role:

The successful candidate will join our rapidly expanding PPC Team, reporting directly to the Head of PPC. They will be responsible for the success of a portfolio of PPC accounts, and the day-to-day communication with their clients. We need someone who can live and breathe the values of our company and is, ultimately, driven to make an impact in the digital world by putting clients first. This role is not your average PPC Exec role. This is about being a voice and vital central cog in the business. Learning from incredible colleagues and being fast tracked to a huge skill set and an enhanced career.

### Required experience:

- Knowledge and experience of PPC either in a role, studies or as a hustle (required)
- Evidence of successfully hitting, and surpassing expectations (required)
- Record of success/knowledge using both Google Ads and Microsoft Ads (required)
- Good knowledge of Paid Search, Shopping, Display, and Remarketing (required)
- Proficiency in Google Analytics (required)
- Understanding of Google Tag Manager and Google Merchant Center (required)
- Mad excel skills (it really helps)
- Experience working/exposure to an agency (preferred)
- Experience communicating directly with clients/stakeholders regularly (preferred)
- Experience using product feed management platforms (desirable)
- Educated to degree level in a relevant field (marketing, business, mathematics, economics, etc.) (desirable)
- Working knowledge of Paid Social platforms (desirable)
- Broad understanding of wider digital channels (SEO, CRO, affiliates, email marketing, Amazon, etc.) (desirable)
- Experience using Google Ads scripts (advantageous)

**The ideal PPC Exec:**

- Someone with clear and confident communication skills who can work as part of a team to deliver best in class campaigns.
- The ideal candidate for this role will have commercial awareness and understand the accountability of managing client budgets.
- Strong numerical and analytical skills are also essential as well as excellent time management and organisation skills.
- The successful candidate will have a strong interest in paid search marketing and the wider media industry.
- Google Ads and Analytics expertise is essential. FB/Instagram also beneficial.
- Ecommerce – Google Shopping and Shopify experience very beneficial.
- Ambitious
- It is essential that applicants keep up to date with the latest industry news, developments and best practices.

**Required personal qualities:**

- Driven to hit targets – Someone who is excited every day to tell their colleagues about how their client is achieving fantastic results
- Ability to understand and interpret complex data – someone who is able to not just comprehend what the numbers show but can realise why they are the way they are, and how they can change them
- Analytically minded – Someone who understands that PPC requires a lot of detective work and problem solving and won't stop until they get to the root of an issue
- Creative – Someone who remembers that PPC is advertising, who knows that the only way to stand out is to think outside the box. Mouth sick at that term but you know what we mean
- Strong commercial awareness – Someone who understands the bigger picture and can spot opportunities to grow business. We do this stuff to make clients filthy rich
- Excellent communicator – Someone who doesn't just 'get' PPC, but is able to translate this to any client no matter what their experience level
- Efficient – Someone who when sat doing the same repetitive task will look to find a quicker method
- Desire to make a difference for their clients – Someone who will not be happy until their clients are
- Team player – Someone who places the success of the team above their own success, and is not just able to write 'able to work individually or as part of a team' in their CV. If it says that shit in your opening paragraph... Nah

## Are we right for you?

We're a fast-growing digital marketing agency based in Altrincham (Manchester) specialising in SEO, PPC and Paid Social. Our clients range from small local businesses to international companies. We're at an exciting stage of growth with new projects starting all the time and big opportunities for the right people. Altrincham is like Manchester, just smaller and less spice. More Guardian readers probably, too. Each to their own.

On our way to becoming a multimillion-pound full service digital agency. There is about 25 of us – all backgrounds, all walks of life, we will not stop. The company is accountable to clients as all should, we embrace accountability, it allows us to show off.

We have also made it into the Prolific North Top 50 Digital Agencies. After just 2 years.

## What's on offer

We think we've built a great place to work, where every individual feels rewarded for the effort, they put in. Enjoy this along with:

- Competitive salary, dependent on experience c40k
- Leafy Altrincham location
- Hybrid working
- Flexitime
- Birthday off, obvs
- Mental Wellbeing BUPA programme
- Dark Horse will carbon offset your role with The Dark Forest (green is good)
- Working in an amazing team – Learning from some fantastic people
- Other stuff too – This is mostly the small stuff we use to make us look good on LinkedIn. Can't remember most of it. It's largely irrelevant. Don't fall for the "Beer Tap in office" and other race to bottom stuff. This is a \*\*\*\*\* career we are talking about here

**Some fight the  
darkness...**

**Others become it**