

Account Manager. Go Dark.

We're not for everyone.
We don't want to be.



**DARK
HORSE**

Account / Senior Account Manager

The space in this industry used to be around being edgy and saying 'No Bullshit' but everyone is on that bandwagon. Even though we were one of the originals, we need to move on. No culture stuff or saying we are a dynamic company here. This really is a No Bullshit (ugh) truthful Account Manager job. It's pretty good. That's the truth - that kind of sums us up. Real. We are not about pretending we go to Junkyard Golf every week or want to oversell this.

We're on the lookout for an Account Manager eager to join our growing team of Digital Marketing professionals. A shit-hot one ideally. Someone who can create a Client Services process / dept and be the first in the door. Historically, we didn't see a need for an Account Manager – you guys cost a lot of money. But... it's important to admit when you are wrong and now, we have grown to a million-pound agency. We now see the value in someone who can hold our clients' hands and make them feel warm and fuzzy. Basically, make sure shit gets done when it's supposed to and that client goals are on the way to being destroyed. Someone who would consider using words like strategy, product and piece too, as if normal.

Roles and responsibilities

The front line to clients. Sales is the fluffer. Clients now want money and the good stuff. Clients pay our wages, so we would like you to retain our clients and grow their spend.

Comms. It's a biggie for us. We do SEO and PPC, we do it well. The teams are amazing. We need you to work with these teams and make sure clients know what they hell they are talking about. Think like the client. Jim and Margaret may not be that interested in Schema Markup though so read the room. Decent knowledge of Digital – SEO, PPC and Paid Social, pretty useful.

- To make our customer service legendary. Incredibly exceptional won't suffice.
- To own Client Services on meetings with clients or sales prospects.
- Grow revenues from clients – retain them too. Cross-sell etc.
- Implement processes to improve the department and business.
- Help Marketing with content for collateral and case studies.
- To lead, motivate and encourage future team members: Account Managers/Execs.
- Train the team, spot areas of improvement etc.
- Work with SEO and PPC teams closely.
- To work with the Sales Director to forecast budgets and performance for clients, discuss opps.
- Be involved in management discussion on business strategy and conduct.
- Report on billing each month.
- To uphold business values. Be nice as a start.

Are you right for us?

- Integrity. Top of the list. Always.
- Strong commercial awareness – someone who understands the bigger picture and can spot opportunities to grow business. Make clients and us money.
- Desire to make a difference for their clients – someone who will not be happy until their clients are.
- Organisation – Loves a process, things running like clockwork. Gets stressed when things are not in alphabetical/chronological/colour order.
- Likes Batman – not 100% essential. We want people who have something to say, follow things, have hobbies, watch TV, sport, games, books, music, anything, all welcome...
- A genuine team player – someone who places the success of the team above their own success. Not just someone who writes ‘able to work individually or as part of a team’ in their CV. If it says that shit in your opening paragraph... Nah.
- Agency XP – useful.
- All the gimmes; numeracy, IT skills, verbal, written skills, pro-active yada, yada.

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 the way to becoming a multimillion-pound full service digital agency. There is about 25 of us – all backgrounds, all walks of life. The company is accountable to clients as all should be. We embrace accountability, it allows us to show off.

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 28k to 40k.
- 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