

Give yourself  
to the

DARK SIDE



DARK  
HORSE



# Marketing Coordinator



The death bell for Mediocrity. It's everywhere. The streets are swarming with it. The drug is present and spreading like wildfire through the industry. Dark Horse wants to be the silver bullet - the agency people turn to when all seems dark and others have failed them.

Dark Horse is not for everyone. This is your chance to join a brand where the boundaries are continually pushed and stretched. We are looking for someone with a hungry and open mindset, keen to develop and deliver. We have one aim... Build and scale the best digital agency.

## **Roles and responsibilities**

The successful candidate will join our Marketing team, reporting directly to the Head of Marketing.

As a Marketing Coordinator, you'll play a part in our Marketing team with your development focused on lead generation, branding and making us famous. As part of the team, you will get to input and execute on your own ideas in the pursuit of generating leads in a memorable way - coming up with fresh ideas that deliver.

The tasks will range from designing, planning and delivering campaigns through to event delivery and finding platforms to elevate our brand with the aim to make us famous (and everything in between). You'll share ideas and bring your own creative flair to the role.

At Dark Horse, our teams work in unison with one another and we aim to support the Sales team to bring in the clients that align with the Dark Horse values.

## **Are you right for us?**

You love generating ideas that will leave an impression on people. Curiosity is second nature and you're always looking for ways to share that with the world.

Marketing is your drive; you love knowing your audience and creating an emotional connection with them. Pushing outside your comfort zone is not an issue for you - you love the challenge and adrenaline rush of doing so.

## **We're looking for someone with the following:**

- ✗ A passion for Marketing
- ✗ Eager to gain experience in Marketing and lead generation
- ✗ Self-motivated and can be trusted to get the job done
- ✗ Experience of project planning and being organised, whether for your school/university or due to hobbies in your spare time
- ✗ Great written language that can help persuade and engage (advantageous)
- ✗ Degree or no degree, you need to be willing to learn and want to gain experience



## Required personal qualities

A few bullets...

- × **Creative** - someone who can deliver something memorable and make an impact
- × **Strong commercial awareness** - someone who is willing to learn about the bigger picture and can spot opportunities to grow business
- × **Efficient** - someone who when sitting doing the same repetitive task will look to find a quicker method
- × **Desire to make a difference** - someone who is willing to put themselves out there and engage with others to improve the system
- × **Team player** - someone who places the success of the team above their own success. We don't mean "able to work individually or as part of a team" on your CV. If it says that in your opening paragraph, then you have not read the above or looked at who we are

## Are we right for you?

We're a fast-growing search 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, we will not stop. The company is accountable to clients as all should be, we embrace accountability - it allows us to show off and make a difference.



## 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, up to 25k
- × Leafy Altrincham location
- × Hybrid working
- × Flexitime
- × Birthday off
- × 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. 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 not dusty tropes used once





# **DARK HORSE**

[www.darkhorse.co](http://www.darkhorse.co)  
[hello@darkhorse.co](mailto:hello@darkhorse.co)  
0161 883 1094