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DARK SIDE

DARK HORSE

HYBRID ROLE - NO REMOTE APPLICATIONS

TOP50
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Business Development Executive

We are recruiting for a Business Development Executive to expand the Sales and Marketing team. The most important part of any business.

Dark Horse is a renowned digital marketing agency based in the UK, specialising in PPC, SEO, Paid Social and Digital PR, with a diverse clientele and a commitment to delivering exceptional results.

We are looking for someone with a hungry mindset, keen to deliver and eager to raise awareness of what the team can achieve.

We have everything in place to succeed.

HYBRID ROLE - NO REMOTE APPLICATIONS



Is this you?

The successful candidate will join our expanding sales team, reporting directly to the Head of Business Development. They will be responsible for proactively identifying and generating new business opportunities, with a primary focus on outbound activity. AKA book qualified sales meetings.

This would be through LinkedIn, email, phone and face-to-face. We need someone who can cut through the noise, speak to decision makers, and show them the value of our free audits.

Once a prospective client agrees to an audit, you will support our service teams in delivering a killer presentation to win the business.

You'll build and manage a self-generated pipeline of Senior Marketing Managers, Business Owners and Directors across many areas and sectors of business through outbound outreach, supported by marketing activity where available.

We want someone who can live and breathe the values of our company and is driven to make an impact. This is about being a voice and vital cog in the business. Learning from incredible colleagues and being part of the journey to create the best search marketing agency in the country. That's the aim.

Key skills and attributes

- ✗ Strong relationship builder
- ✗ Strong and efficient organisational skills
- ✗ Inquisitive puzzle solver
- ✗ Solid written and verbal communication skills
- ✗ An understanding of different digital channels and how they play together
- ✗ Basic knowledge and understanding of organic and paid media
- ✗ The confidence and passion to work with internal and external teams
- ✗ Commercially aware with an understanding of client business metrics (both B2B and B2C)
- ✗ Be motivated by targets and to earn commission
- ✗ Appreciation of activity and proactive role - the more active you are, the more audits you'll book, the more you will earn
- ✗ Good sense of humour

Responsibilities

- ✗ Proactively generate new business opportunities through outbound channels including LinkedIn, cold outreach, email, and phone
- ✗ Build and manage a self-driven pipeline of prospects, identifying ideal client profiles and engaging decision-makers
- ✗ Deliver tailored sales messaging that clearly outlines the Dark Horse difference at every stage of the sales journey
- ✗ Work closely with the Marketing team to follow up on campaign activity and turn interest into qualified opportunities
- ✗ Maintain accurate records of outreach activity, pipeline stages, and forecasted revenue
- ✗ Collaborate with internal teams to ensure we deliver a killer sales audit

Are we right for you?

We're a fast-growing, performance marketing agency specialising in SEO, PPC, Digital PR 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.

There are about 40 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.

We are based in Altrincham so you can hob nob at the trendy market and be all Cheshire set. It is pretence of course; we are still on the tram map. It's Manchester, however you cut it. You are never too far from rats and spice whatever quarter you are in.

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:

- ✗ Money. £30,000 to £35,000 basic DOE
- ✗ More Money. Commission - lots of it, uncapped
- ✗ Hybrid working - 2 days a week in the office
- ✗ Flexitime
- ✗ 27 days annual leave
- ✗ Plus your birthday off
- ✗ Mental wellbeing BUPA programme
- ✗ A progression plan to becoming a BDM
- ✗ Leafy Altrincham location
- ✗ Dark Horse will carbon offset your role with The Dark Forest (greed and green is good)
- ✗ Working in an amazing team - learning from some fantastic people

This is about making a difference. To clients. To us and to YOU.

This is a hybrid role. No remote applications.





DARK HORSE

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