



Give yourself to the

DARK SIDE

DARK HORSE

HYBRID ROLE - NO REMOTE APPLICATIONS

TOP50
DIGITAL AGENCIES
ProlificNorth **2022**

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Business Development Executive

Dark Horse tells the truth. To prospects, to clients, to you. This is a sales job. There are no gimmicks here. Find people who'd benefit from our services, pick up the phone, and when they're engaged, pass the relationship over to our service teams. Very simple, not easy but very simple.

Sales is the most important part of any business. The unsung, highly rewarded, slightly warped heroes of any organisation. Dark Horse is a renowned digital marketing agency based in Altrincham, specialising in PPC, SEO, Paid Social and Digital PR. With a diverse clientele and a commitment to delivering exceptional results.

We are looking for the 20%. Hungry mindset, attention to detail and empathetic. Everyone thinks they are or have these traits. Combined they are rare but they are out there. If this is you - get in touch. We adore professional sales and people who aspire to be in that category. Work where you are loved and worshipped. And shunned, whipped and shamed when you miss target.

Brains, human ideas and activity. All we ask. If you want to automate everything then this is not for you.

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 client agrees to an audit, our service teams will deliver 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 knows 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 communications 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 kill 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 CEO for instance loves a cherry bakewell. 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. Up 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

It's trite and embarrassing to write benefits on here. Not because they are turd, they are pretty normal but to a professional salesperson, they are just not that important. They see the bigger picture.

This is a hybrid role. No remote applications.



The background is a vibrant red with a dense, white, speckled texture. A thick, horizontal black brushstroke runs across the middle of the image. The text is centered on this black stroke.

DARK HORSE

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