



The darkest job in all of

DIGITAL

**DARK
HORSE**

HYBRID ROLE - NO REMOTE APPLICATIONS

TOP50
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2024



Google Partner

PREMIER 2025

Client Success Manager

Dark Horse is a PPC and SEO agency working with smaller businesses who would prefer to sell out and be dock off massive corporate goliaths. We trample on their competition to aid this pursuit of capitalist greed and they pay us handsomely for it.

As an agency, we are world famous within 10 miles of Altrincham and well known as far as Knutsford, the far east (Peak District) and even the black gates of Warrington. Dark Horse is a heady mix of brilliant people, suspect music choices, great branding and a genuine desire to be the best. Not just elite - the best.

You can't be the best without accountability and delivering. You can't be the best without wanting to expand horizons, thinking like the client, spending time with clients and ignoring LinkedIn shills.

We are forensic. We see through most bollox. If you send us an AI Covering letter or opening paragraph... then you don't want to be the best and that's fine by us. We are in fact very serious in our approach. We do deliver on it. We keep the drama and games to our job descriptions.



The role

As a Client Success Manager, you will be an integral part of our expanding client services team. Serving as an additional key point of contact alongside our PPC, SEO, and Paid Social service leads. By working closely with technical teams, the aim is to build strong client relationships, ensure seamless delivery, offer exceptional customer support and never accept mediocre performance. That will do for starters.

Success in this role hinges on becoming a trusted advisor to your clients, making sure everyone is aware of what success looks like, and leading them to success.

Key responsibilities

Client relationship management:

- ✗ Independently oversee a portfolio of client accounts, ensuring accountability for retained revenue
- ✗ You will serve as a key contact and point of escalation for your clients, understand their business objectives to align our services to meet their goals
- ✗ Actively resolve client concerns and deliver solutions with exceptional customer service
- ✗ Manage client contracts, securing renewals and upsells.
- ✗ Gather regular client feedback and provide reports to the Head of Client Services

Opportunity analysis:

- ✗ Develop client relationships to develop cross selling and referral opportunities
- ✗ Collect client testimonials and identify potential case studies.
- ✗ Assist in identifying and implementing initiatives to enhance client Loyalty and satisfaction

Performance monitoring:

- ✗ Work with the service delivery teams and your clients to determine key business metrics to aid in the development of account success
- ✗ Gather client feedback and collaborate with internal teams to address concerns and enhance relationships

The ideal candidate

- ✗ Proven client success experience within a performance marketing agency
- ✗ Proven track record of renewing contract, securing upsells and cross selling
- ✗ Excellent communication, customer service and interpersonal skills.
Good understanding of PPC, SEO and Paid Social
- ✗ Excellent attention to detail and experience managing contracted service
- ✗ A results-oriented mindset focused on client satisfaction and revenue growth

Are you right for us?

- ✗ Integrity - top of the list. Always. And we can define what this is.
- ✗ 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 (but doesn't show it and is still friendly and charismatic with clients)
- ✗ Have an opinion - 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 in your opening paragraph...
- ✗ Agency XP useful
- ✗ All the gimmes numeracy, IT skills, verbal, written skills, pro-active

You don't

- ✗ Quiet quit
- ✗ Take selfies on all your LI posts
- ✗ Think that personal branding is the answer to life.
- ✗ Expect more than what you give
- ✗ Think that 12 months in a role is a lifetime
- ✗ Ignore commercial realities of business
- ✗ Run from bumps in the road

Are we right for you?

We're a fast-growing digital marketing agency based in Altrincham (Manchester) specialising in PPC, SEO 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.

We are a team of 35 people from all backgrounds, all walks of life and we will not stop in our pursuit to grow the business and change the industry.

The company is accountable to clients as all should be, we embrace accountability, it allows us to show off. If you think that being accountable is a negative - we are not for you.

What's on offer

We think we've built a solid place to work, where people rewarded for the effort, they put in. Enjoy this along with really standard stuff such as:

- ✗ Competitive salary
- ✗ Leafy Altrincham location
- ✗ Hybrid working
- ✗ Flexitime
- ✗ Birthday off
- ✗ Mental wellbeing BUPA programme
- ✗ Dark Horse will carbon offset your role with The Dark Forest
- ✗ Working in an amazing team, learning from some fantastic people

The benefits is box ticking. They are not important to this role. This could be the one - the career. We want to work with others who also want to do well and a great job. The successful applicant will think in a similar way.

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

www.darkhorse.co
hello@darkhorse.co
0161 883 1094