

# Give yourself to the DARK SIDE

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APPLICATIONS

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# Business Development Executive



## **Business Development Executive**

Dark Horse is a renowned Digital Marketing agency based in the UK, specialising in PPC, SEO and Paid Social. With a diverse clientele and a commitment to delivering exceptional results. We are recruiting for a Business Development Executive to expand the Sales and Marketing team. Dark Horse is becoming renowned for client services and ambitious growth plans.

As a Business Development Executive, you will play a crucial role in our Sales team. Your job is to build and identify companies and markets that will benefit from PPC, SEO and Paid Social.

We are based in Altrincham so you can hobnob 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.

### **Is this you?**

The successful candidate will join our expanding Sales team, reporting directly to the Head of Sales. They will be responsible for the identification of new business and development opportunities. This would be through LinkedIn, Email, Phone and face-to-face. We need someone who can live and breathe the values of our company and is ultimately driven to make an impact. Learning from incredible colleagues and being part of the journey to create the best Search Marketing agency in the country.

You'll be the main point of contact with Senior Marketing Managers, Business Owners and Directors across many areas and sectors of business. You will have a rigorous training programme to help you build new and lasting relationships. You'll identify opportunities and win new business from a mix of self-generated pipelines and marketing-supported activities.

You love delving into client problems and understanding their issues, learning about the digital landscape and what the consumer thinks. Your execution plans span multiple industries with a focus on our SEO, PPC and Paid Social offering. You will learn about what levers our team can pull to generate results for different objectives. You are excited by seeing how your work relates to results and no day is the same because you don't let it be.

This is not a role where you "close" business by saying something clever. This is not like selling mobiles or utilities. This is about building relationships and professional sales. Be active in the market. Be smart in the market and be trustworthy. The combination of integrity, puzzle solving and representation of a winning team will bring success. You will have a hungry mindset and be eager to learn all this.



## Key skills and attributes

- × Inquisitive puzzle solver
- × Strong relationship builder
- × Solid written and verbal communications skills
- × An understanding of different digital channels and how they play together
- × Strong and efficient organisational skills
- × Great manager of time and resources
- × Basic knowledge and understanding of Google and Facebook advertising
- × The confidence and passion to work with internal and external teams
- × Commercially aware - with a hunger to learn more
- × Ability to work under pressure to meet deadlines
- × Be motivated by targets and to earn commission
- × Appreciation of activity and proactive role, the more active you are, the more you will sell, the more you will earn
- × Good sense of humour

## Responsibilities

- × Build a pipeline of new business opportunities across our digital service offering
- × Outline the Dark Horse difference with every touch point in the sales cycle
- × Identify opportunities for client growth
- × Pitch, win and renew business for Dark Horse

## 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.

On the way to becoming a multi-million-pound full service digital agency. There are about 30 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:

- × Money. You want some. We listen. Dependent on experience £30k basics
- × More Money. Commission - lots of it, uncapped
- × Leafy Altrincham location
- × 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 the bottom stuff

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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