

The darkest job in all of

DIGITAL



HYBRID ONLY -
NO REMOTE
APPLICATIONS

**DARK
HORSE**

Client success manager



Client Success Manager

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 expanding our client services department to continuously improve and evolve our services. What does success look like? We work with aspiring 7-figure businesses and grow them to 8-figure businesses through elite level performance marketing.

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 collaborating closely with technical teams, your objective is to foster strong client relationships, ensure seamless delivery, offer exceptional customer support and never accept mediocre performance. 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:

- ✗ Foster 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:

- ✗ Collaborate 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
- × **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 shit 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 will solve climate change
- × Think that everything is out of your control
- × Think that 12 months in a role is a lifetime
- × Ignore commercial realities of business

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. Each to their own.

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.

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
- × Leafy Altrincham location
- × Hybrid working
- × Flexitime
- × Birthday off obvs.
- × 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. Can't remember most of it. It's largely irrelevant. Don't fall for the "Beer Tap in office" and other race to the bottom stuff. This is a career we are talking about here

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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