

# The darkest job in all of

DIGITAL



HYBRID ONLY -  
NO REMOTE  
APPLICATIONS

**DARK  
HORSE**

# Key Account Manager





## Key Account 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

It's about driving real client success... not just managing accounts but actively growing them.

As a key point of contact alongside our PPC, SEO, and Paid Social account leads, you'll take full ownership of a client portfolio. Your mission? To build strong, lasting relationships founded on trust and transparency. You'll focus on delivering real value, uncovering growth opportunities, and driving repeat and incremental revenue. Acting as a strategic advisor and backed by the technical expertise of our account leads, you'll work confidently alongside our service teams to support clients holistically, ensuring their long-term success... and ours.

- ✗ Independently oversee a portfolio of client accounts, ensuring accountability for retained revenue
- ✗ 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
- ✗ Foster client relationships to develop cross selling and referral opportunities
- ✗ Assist in identifying and implementing initiatives to enhance client loyalty and satisfaction
- ✗ Gather client feedback and collaborate with internal teams to address concerns and enhance relationships





## The requirements

- × 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
- × All the gimmes - organisation, numeracy, IT skills, pro-active etc.

## 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

## 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. 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.

## 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

**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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