



The darkest job in all of

DIGITAL

**DARK
HORSE**

HYBRID ROLE - NO REMOTE APPLICATIONS

TOP50
DIGITAL AGENCIES
ProlificNorth **2022**

**Great
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Growth Index Top 50
2024



Business Development Manager

The most important part of any business. This is not a customer success, account manager or growth hacking title. It's BD. Sales. We will shout that from the rooftop. Sales is to be celebrated, not camouflaged. The most important part? It's not accounts, HR or community managers that go on to be CEOs. Be appreciated. Dark Horse tells the truth. Sometimes it's not comfortable.

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.

We are recruiting for a BDM to expand the Sales and Marketing team. Dark Horse is becoming renowned for client services and ambitious growth plans. We are looking for someone with a hungry mindset, keen to deliver and eager to raise awareness of what the team can achieve.

We have everything in place to succeed.

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 strong focus on outbound activity. 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. This is about being a voice and vital central 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.

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 high level of autonomy on how best to build new and lasting relationships.

You'll build and manage a self-generated pipeline through outbound outreach, supported by marketing activity where available.

You love delving into client problems and understanding what the issues are.

You understand the digital landscape, what the consumer thinks, what the brand does and how challenging the competitor environment is. Your execution plans span multiple industries with a focus on our SEO, PPC, Digital PR and Paid Social offering. You know what levers our team can pull to generate results for different objectives. You are excited by seeing how your work relates to results and come up with new routes and ideas on a consistent basis.

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 never have to "sell me this pen" or any other such w***.

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 organic and paid online 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)
- ✗ 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

- ✗ Hit your monthly sales targets
- ✗ 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
- ✗ Fully scope opportunities and work with our service teams to deliver a killer audit that wins the business
- ✗ Lead sales meetings, present proposals, and pitch digital marketing solutions that align with client needs and business goals
- ✗ Maintain accurate records of outreach activity, pipeline stages, and forecasted revenue
- ✗ Collaborate with internal teams to ensure a smooth handoff from sales to delivery

TLDR: Sales.

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. £40,000 to £45,000 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
- ✗ 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

This is about making a difference. To clients. To us and to YOU.

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 logo and contact information are centered on this black stroke.

DARK HORSE

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