

**HYBRID ROLE - NO REMOTE APPLICATIONS** 

**Growth Index Top 50** 

PREMIER 2025

# PPC Manager

Dark Horse helps some great companies get amazing results in PPC.

We also help some not so great companies too.

Either way, we want our clients (and in turn, ourselves) to go to the stars.

We're looking for a top PPC Manager. The current PPC team of nine has 80 years of experience between them and we want someone who can slot in and add value.

This is not someone who has worked at TGH and had 4 promotions in 12 months. This is someone who has genuinely picked up solid experience and would welcome working with their true peers.

Dark Horse believes in challenging the mob and it is looking for someone with a hungry mindset, keen to deliver.

We have one aim...

Build and scale the best PPC department in the country. This is a chance to work with, and learn from, the best.



#### Is this you?

The successful candidate will join our expanding PPC team, reporting directly to the Head of PPC. You will be delivering forensic PPC strategies for our clients, ensuring that what we are doing is making a notable impact on their bottom line.

You will take the lead on a number of clients; being responsible for their PPC performance. You'll have the PPC and Paid Social teams alongside you for support, but the campaign builds, optimisation and day-to-day client communication will all be your responsibility. If you prefer to hide behind account managers - this is not the role for you.

We need somebody who has proven experience in running successful PPC campaigns for e-commerce and lead generation clients, and you can expect to be working on campaigns ranging from local businesses through to multinational organisations.

We all understand that nobody can know everything, especially in the world of PPC. We're building the best PPC team in the country, so continuous experimentation, testing and learning will be required regardless of your existing knowledge.

## Key skills and experience

- × 5+ years' experience in a PPC role, in-house or agency
- Experience communicating directly with clients/stakeholders regularly
- x Evidence of successfully hitting and surpassing expectations
- X Record of success using both Google Ads and Microsoft Ads
- × Proficiency in pulling relevant conversion data into PPC platforms
- Variable Variable
- X Strong commercial awareness someone who is willing to learn about the bigger picture and can spot opportunities to grow business

#### Preferred, but not required:

- x Experience of other tagging, tracking and analytics tools
- X Mad Excel skills
- X Experience using product feed management platforms
- X Experiece using and building scripts and automations
- Educated to degree level in a relevant field (marketing, business, mathematics, economics, etc)
- X Broad understanding of wider digital channels (Paid Social,
  SEO, CRO, affiliates, email, Amazon, etc)

### Are we right for you?

We're a fast-growing, Performance Marketing agency specialising in PPC, Paid Social, SEO and Digital PR. 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.

There are about 40 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.

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.

#### You don't:

- X Quiet quit
- X Take selfies on all your LI posts
- X Think that personal branding will solve climate change
- X Think that everything is out of your control
- X Think that 12 months in a role is a lifetime
- X Ignore commercial realities of business
- X Forget about others in the team
- imes Have a "Live Laugh Love" sign in your house...

#### 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.

- X Salary of £37,000 to £42,000 DOE
- X Quarterly bonus based on team performance
- X Hybrid working 2 days a week in office
- Flexitime
- × 27 days annual leave
- X Plus your Birthday off
- X Mental Wellbeing Bupa EAP programme available
- X Leafy Altrincham location
- X Dark Horse will carbon offset your role with The Dark Forest (greed and green is good)
- X Working in an amazing team learning from some fantastic people

Attention to detail, mentality and your fantastic knowledge. It's all so important.

This is a hybrid role. No remote applications.



# DARK

darkhorse.co hello@darkhorse.co 0161 883 1094