



The darkest job in all of

DIGITAL

**DARK
HORSE**

HYBRID ROLE - NO REMOTE APPLICATIONS

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2024



Senior PPC Executive

Can you take a client's budget and turn it into leads or revenue using PPC?

If not, then get out the industry and don't even think about applying here.
Go freelance!

If you can... that's the bare minimum expectation. If you can do it well and better than 90% of people in the industry at your level, then we could be a match for your skills and ambition.

Dark Horse is a performance marketing agency that wants to make a difference to its clients and employees.

We offer a great career path working with some of the top professionals in the industry. The current PPC team of nine has 80 years of experience between them and we want someone who can slot in and add value.

We believe in challenging the mob and are 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.

HYBRID ROLE - NO REMOTE APPLICATIONS



Is this you?

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

You'll have the combined brainpower of our PPC and Paid Social teams to support you, but the campaign builds, optimisation and day-to-day client communication will be your responsibility on your portfolio. 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, and you can expect to be working on campaigns for a range of SMEs.

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 training, experimentation, testing and learning will be required regardless of your existing knowledge.

Key skills and experience

- ✗ 2+ years' experience in a PPC role, in-house or agency
- ✗ Clear and confident communication skills
- ✗ Able to work as part of a team to deliver best in class campaigns
- ✗ Record of success using both Google Ads and Microsoft Ads
- ✗ Have commercial awareness and understand the accountability of managing client budgets
- ✗ Understanding of Google Analytics, Google Tag Manager and Google Merchant Center
- ✗ Strong numerical and analytical skills

Preferred, but not required:

- ✗ Educated to degree level in a relevant field (marketing, business, mathematics, economics, etc)
- ✗ Mad Excel skills
- ✗ Experience of other tagging, tracking and analytics tools
- ✗ Experience using product feed management platforms

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:

- ✗ 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
- ✗ Forget about others in the team
- ✗ Forget to think critically

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.

- ✗ Salary of £30,000 to £36,000 DOE
- ✗ Quarterly bonus based on team performance
- ✗ Hybrid working - 2 days a week in office
- ✗ Flexitime
- ✗ 27 days annual leave
- ✗ Plus your Birthday off
- ✗ Mental Wellbeing Bupa EAP programme available
- ✗ Altrincham - 100 yards from Stamford Park, rich people and 1bn Cavapoos
- ✗ Dark Horse will carbon offset your role with The Dark Forest (10k Tree Target)
- ✗ Working in an amazing team - learning from some fantastic people

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

Easy way to think about this... We don't want anyone who takes the piss or thinks they are doing us a favour by working in this team. The team comes first.

We want people who want to be rewarded for making a difference to clients. To deliver, or aspire to deliver, excellence. Being decent along the way.

This is a hybrid role. No remote applications.



DARK HORSE

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