



# Give yourself to the

# DARKNESS

## DARK HORSE

HYBRID ROLE - NO REMOTE APPLICATIONS

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# Paid Social Executive

Dark Horse is a fast-growing performance marketing agency specialising in Paid Social, PPC, SEO and Digital PR. For the chosen few, we offer a great career path working with some of the top professionals in the industry.

People who think commercially, want to drive client performance and are pro-active with their communication will succeed here.

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

We have one aim... to build the best Paid Social team in the country and prove this by smashing our clients' targets.

HYBRID ROLE - NO REMOTE APPLICATIONS



## The role

This is a hands-on role in which the successful candidate will be involved in devising cutting-edge paid social strategies for SME brands, working closely with a team of experts.

Reporting directly to the Head of Paid Social, you'll play a key role in supporting the planning, building, and management of full funnel paid social campaigns.

With full paid social training available, you'll become immersed in data-driven strategy, learning how to optimise performance, communicate insights, and contribute to client success.

There will be opportunities to brief and create content for both paid and organic social to further support client success.

We're looking for someone who is eager to learn, proactive, and passionate about the ever-evolving digital space.

## Key skills and experience

- ✗ Curious and eager to develop expertise in digital marketing and paid social.
- ✗ Comfortable working with data, interpreting insights, and making data-driven decisions.
- ✗ Interested in marketing funnels, customer journeys, and attribution models.
- ✗ A strong communicator who can simplify complex information.
- ✗ Organised and able to manage multiple tasks in a fast-paced environment.
- ✗ Experience of creating content for social media.
- ✗ Ability to manage organic social channels.
- ✗ Proactive and excited to contribute ideas while learning from experienced colleagues.
- ✗ Passionate about keeping up with trends and developments in social media and digital marketing.
- ✗ An interest and appetite for using and testing AI.
- ✗ Any exposure to paid social platforms (Facebook Ads, TikTok Ads, etc.) – even from personal projects or studies.



## Responsibilities

- ✗ Assist in building and delivering paid social strategies across platforms such as Facebook, Instagram, TikTok, Pinterest, LinkedIn, and X.
- ✗ Support the team in managing campaign budgets and ensuring effective spend allocation.
- ✗ Assist in maintaining strong client relationships by contributing to reports and sharing insights.
- ✗ Contribute to new business pitches by conducting research and auditing paid social campaigns.
- ✗ Help onboard new clients, ensuring a smooth setup process.
- ✗ Build creative briefs and content to be used on paid and/or organic social channels.
- ✗ Management of organic social accounts to further support client marketing objectives.

## Are we right for you?

We're a fast-growing, performance marketing agency specialising Paid Social, PPC, 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.





## 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, £25k to £30k dependent on experience
- ✗ Hybrid working - 2 days a week in the office
- ✗ Flexitime
- ✗ 27 days annual leave
- ✗ Plus your birthday off
- ✗ Mental Wellbeing BUPA EAP programme available
- ✗ 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 role is perfect for someone looking to kickstart a career in digital marketing with hands-on training and development opportunities.

If you're driven and ready to grow, we'd love to hear from 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 text is centered on this black stroke.

# **DARK HORSE**

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