

**This is Delta
Papa Romeo.
Going Dark.**

**We're not for everyone.
We don't want to be.**



**DARK
HORSE**

Head of Digital PR & Outreach

The space in this industry used to be around being edgy and saying 'No Bullshit' but everyone is on that bandwagon. Even though we were one of the originals, we need to move on. No culture stuff or saying we are a dynamic company here. This really is a No Bullshit (ugh) truthful Lead DPR job. It's pretty good. That's the truth - that kind of sums us up. Real. We are not about pretending we go to Junkyard Golf every week or wanting to oversell this.

We're on the lookout for a Lead DPR eager to join our growing team of Digital Marketing professionals. A perfect one ideally. Someone who can level up our process / dept and be the leader. If you want to evolve what we have done well - great. If you want to tear it down and completely remodel – go for it. You will get our support.

Dark Horse believes in challenging the status quo. We are looking for someone with a hungry mindset, keen to deliver. We have one aim.... Build and scale the best SEO dept in the country. This is a chance to be a part of that early on in our journey.

Roles and responsibilities

The successful candidate will join our rapidly expanding SEO Team, reporting directly to the Head of SEO. They will be responsible for the success of a portfolio of accounts and the day-to-day communication with their clients around their campaigns. We need someone who can live and breathe the values of our company. Someone who is ultimately driven to make an impact in the digital world by putting clients first. This role is not your average Digital PR role. This is about being a voice and vital central cog in the business. We want someone to build the department in their own likeness – processes, results, team development. The works. Someone who relishes and wins in a results-based business.

Are you right for us?

Key player stuff. It's all about Organic search performance through earning links and coverage for our clients. We don't do SEO; we do Commercial SEO. If it doesn't affect the bottom line, then did the tree fall over? DA is great but clients don't hire us to increase that. They want £££.

Headlines...

- Planning, production and promotion of Digital PR campaigns.
- Monitoring & responding to journalist enquiries.
- Reclaiming unlinked brand mentions.
- Blogger / journalist gifting.

Ultimately, you will employ any legit tactics and strategies that work in securing relevant, authoritative links (anything from top-tier publications to niche sites).

You can use your knowledge of trending topics and your creativity to generate lots of ideas through group brainstorming sessions and individual research. You'll be able to pick out the truly great ideas that have the best chance of maximising the return on our client's budgets.

Whether you've run a survey and discovered some ground-breaking stats or you've partnered with an illustrator to generate some unique graphics, you'll do whatever it takes to get the right content in front of the right journalists, bloggers and publishers.

You'll also get stuck into sales pitches and client meetings as the resident expert on Digital PR and link building. You'll help to create strategies that deliver great results in Organic. Simple!

#BeYou but our version of You which is this...

Minimum of 3 years XP in a Digital PR / Outreach role – ideally in a digital agency – where your responsibilities involve delivering links and coverage for clients consistently, to improve their SEO performance. We don't mean 3 years at Yell either. We mean genuine quality and quantity of XP.

Please be a creative thinker that also understands what makes people tick, using that knowledge to craft pitches and campaigns that cannot be ignored.

A few bullets...

- Minimum 3 years' solid experience of Digital PR / Outreach within an agency.
- HYDRA – Create your team like you. Everyone's a head, aim.
- Excellent understanding of modern SEO and link building. Yes, that's right – we want you to develop your Content and Tech knowledge too. Gains.
- Experience in brainstorming campaigns, stories and seeing these ideas through to execution. Host ideation sessions. Creative flair.
- Ability to pitch stories to journalists with proven experience in placing stories. Get coverage!
- Pitch clients and prospects too. If you can't explain it well enough, you don't understand it well enough.
- Ability to build relationships with key influencers.
- Experience in reporting on Digital PR / Outreach results.
- Copywriting skills and attention to detail.
- You'll be comfortable taking ownership of how we deliver Digital PR services and shaping how we deliver them in the future.
- Get on with clients. Don't be a nob with them. "Relationship building".
- Roxhill, Reddit, HARO, Ahrefs, MOZ, SEMRush, GA – et al. They should mean something to you.
- Reactive campaigns. Grease lightning with ideas.
- Data analysis, surveys – all that.
- Growth mindset – this is about making clients' money. Growing DPR as a dept.
- A genuine team player – someone who places the success of the team alongside 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 in your opening paragraph....Not for us.
- All the Gimmies; numeracy, IT skills, verbal, written skills, pro-active etc.
- Be able to demonstrate the above.

Are we right for you?

We're a fast-growing Digital Marketing agency based in Altrincham (Manchester) specialising in SEO, PPC 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.

On the way to becoming a multimillion-pound full service digital agency. There is about 25 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.

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, dependent on experience 40k.
- Leafy Altrincham location.
- Hybrid working.
- Flexitime.
- Birthday off, obviously.
- 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.
- Other stuff too – this is mostly the small stuff we use to make us look good on LinkedIn. Can't remember most of it. It's largely irrelevant. Don't fall for the "Beer Tap in office" and other race to bottom stuff. This is a career we are talking about here.

**Some fight the
darkness...**

Others become it