

# Head of SEO for Prolific North Top 50 Agency. Go Dark.

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



**DARK  
HORSE**

## Head of SEO

The space in this industry used to be around being edgy and saying 'No Bullshit' but everyone is on that bandwagon so 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 Head of SEO 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 Head of SEO eager to join our growing team of digital marketing professionals. The best one will do. Someone who can level up our processes / dept and be the change. 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 and it is 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 do just that.

### Roles and responsibilities

The successful candidate will lead our rapidly expanding SEO Team, reporting directly to the MD. They will be responsible for the success of a portfolio of accounts, and the day-to-day communication with their clients around campaigns. We need someone who appreciates the values of our company and is ultimately driven to make an impact in the digital world by putting clients and the team first. This role is not your average SEO Lead 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-business.

### Are you right for us?

Key player stuff. It's all about Organic Search performance through smart strategy and dominating 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? Core Web Vitals is great, but clients don't hire us to spend all their money increasing mobile page speed by 10. They want £££.

Obvious headlines...

- Audits and strategies
  - In-depth. Forecast, set targets, keyword research, comp analysis, identify gaps and opportunities and more...
- Implementation and expertise
  - Drive forward tech fixes
  - Configure and manage Google properties
  - Migration experience (XP)
  - Analyse crawls, logs – Improve crawl efficiency and prioritisation
- Client management
  - Reports, build relationships – Show impact and goal progress
- Team management and training
  - Show them how good SEO can be
- Collaboration
  - Help Sales and Marketing, if they ask
  - Don't be a nob with PPC, Paid Social and other depts
  - Be nice to external devs, designers etc.

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

Minimum of 4 years XP in a Lead SEO role – ideally in a digital agency – where your responsibilities involved delivering quality SEO for clients and scaling a team. We don't mean 4 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 get the most out of the great team. A puzzle solver. A curious mind.

A few bullets...

- Minimum 4+ years' solid experience of SEO within an agency
- HYDRA – Create your team like you. Everyone's a 'Head of' aim
- Extensive knowledge of SEO methodologies, search engine algorithms and ranking strategies, and passion to stay abreast of news and trends in SEO and online marketing
- Extensive experience in SEO across lead generation and ecommerce websites
- Strategic mindset, with ability to make difficult decisions
- Proven work experience in a senior and strategic SEO role, with excellent knowledge of the specialism
- Excellent Technical SEO understanding and analytical skills
- Strong analytical thought process and ability to communicate with non-technical stakeholders, as well as developers, and recommend a course of action
- Ability to audit and identify technical issues across large sites, and make informed recommendations based on findings
- At least a basic understanding of key web technologies, including HTML, Javascript and CSS
- XP using a range of SEO tools
- XP in providing keyword research, forecasts and performance reports around core SEO metrics, including backlinks, keyword rankings, traffic and revenue
- Pitch clients and prospects too. If you can't explain it well enough, you don't understand it well enough
- Get on with clients. Don't be a nob with them. "Relationship building"
- Growth mindset – This is about making clients money. Growing SEO as a dept
- A genuine team player – Someone who places the success of the team alongside their own success, and is not just able to write '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...
- 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.

We are on our 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, 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:

- Money. You want some. We listen. Dependent on experience 50k+
- Leafy Altrincham location
- Hybrid working but not 100% remote. Say hello to the team
- 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**