

Give yourself  
to the

DARK SIDE



DARK  
HORSE



# Digital PR Manager



We're on the lookout for a Digital PR Manager eager to join our growing team of Digital Marketing professionals.

A perfect one ideally. Someone who can level up our process 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 is not for everyone. We are looking for someone with a hungry mindset, keen to deliver. We have one aim... Build and scale the best SEO department in the country. This is a chance to be a part of that. 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.

## Is this you?

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 the Digital PR activities, the team, and making a difference for our clients.

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 Manager 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 fff.

Headlines...

- ✕ Planning and managing the delivery of a successful Digital PR strategy for all our clients
- ✕ Monitoring and responding to journalist requests
- ✕ Building relationships with journalists to make our lives easier
- ✕ Reclaiming links through brand mentions and broken links
- ✕ Mentoring team members, sharing insights and providing ongoing support

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



## Bullet time

- ✗ Minimum 3 years' solid experience of Digital PR / Outreach
- ✗ HYDRA - Create your team like you. Everyone's a head
- ✗ Excellent understanding of modern SEO and link building. Yes, that's right - we want you to develop your Content and Tech knowledge too
- ✗ 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 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, Qwoted, GA - et al. They should mean something to you
- ✗ Reactive campaigns. Grease lightning with ideas
- ✗ Data analysis, surveys - all that jazz
- ✗ Growth mindset - this is about making clients' money. Growing DPR 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 shit in your opening paragraph... Nope
- ✗ All the Gimmes; 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 Search 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 better cars and pricier coffee.

On the way to becoming a multimillion-pound full service digital agency. There is about 28 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 and treated like an adult.

- ✗ Basic is c40k DOE
- ✗ Leafy Altrincham location
- ✗ Hybrid working but not 100% remote. Say hello to the team
- ✗ Flexitime as well as Birthday off, Moving Day etc
- ✗ 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

**This is about making a difference. To clients. To us and to *you*.**







# **DARK HORSE**

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