



The darkest job
in all of

DIGITAL

**DARK
HORSE**

HYBRID ROLE - NO REMOTE APPLICATIONS

TOP50
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ProlificNorth 2022

Great //
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2024



Google Partner

PREMIER 2025

SEO Manager

Dark Horse helps some great companies get amazing results in SEO. We also help some indifferent companies too.

We want a top SEO Manager. They are like Lord Lucan which is probably a reference you won't get. Great SEO is hard and it's getting harder. The amount of mediocrity in the industry is rampant and getting worse. We shouldn't hide from that. We tackle that head on and have been fighting it for 5 years. We want the team to be the best it can be and right now, we want reinforcements to build on what we have.

"On your left".

HYBRID ROLE - NO REMOTE APPLICATIONS



Is this you?

The successful candidate will join our expanding SEO team, reporting directly to the Head of SEO. You will be delivering forensic SEO strategies for our clients, ensuring that what we are doing is making a notable impact on their revenue, leads and/or purchases.

You will take the lead on a number of priority clients in reviewing their performance, identifying the opportunities for growth, aligning the delivery, communicating with the clients, and getting your hands dirty with the day-to-day delivery of technical and strategy work. You'll work alongside the Digital PR team to ensure all our work contributes to the client's targets.

We need somebody who has proven experience in running successful SEO campaigns for e-commerce and lead generation clients, and you can expect to be working on campaigns ranging from local businesses, through to multinational organisations.

We understand that nobody can know everything, especially in the world of SEO. We want to build the best SEO team in the country, so to do that we understand that training will be required regardless of your existing knowledge.

Key skills and experience

- ✗ 5+ years of experience in an SEO role
- ✗ Experience speaking with clients and/or internal stakeholders
- ✗ Evidence of delivering successful SEO campaigns
- ✗ Strong technical SEO knowledge
- ✗ Understand the balance of 'traditional' SEO and future of SEO including generative AI and LLMs
- ✗ Able to conduct thorough technical SEO audits and implement recommendations
- ✗ Website migration experience
- ✗ Ability to conduct forensic keyword research and gap analysis
- ✗ Capable of spotting and prioritising key opportunities
- ✗ Proficiency working with tools such as SEMush, Ahrefs, Screaming Frog, AccuRanker, Google Search Console and Google Analytics
- ✗ Strong commercial awareness of business KPIs
- ✗ Experience demonstrating the impact of SEO performance to clients and stakeholders through reporting and meetings.

- ✗ Be organised, manage your time, and forensic in your approach
- ✗ Knowledge of how SEO interacts with other channels such as Digital PR, PPC and Paid Social
- ✗ Have pride in your work
- ✗ Never stop learning attitude

Preferred, but not required:

- ✗ Ambitious about speaking in front of an audience at industry events
- ✗ Help the team upskill through innovation
- ✗ International SEO experience
- ✗ Experience in winning new business pitches
- ✗ Experience working as part of an agency

Are we right for you?

We're a fast-growing, Performance Marketing agency specialising in SEO, Digital PR, 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.

There are about 40 of us - all backgrounds, all walks of life, we will not stop. Pineapple. 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

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 £35,000 to £40,000 DOE
- ✗ Hybrid working - 2 days a week in office
- ✗ Flexitime
- ✗ 27 days annual leave
- ✗ Plus your Birthday off
- ✗ Mental Wellbeing Bupa programme
- ✗ 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

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

This is a hybrid role. No remote applications.



DARK HORSE

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