



# The darkest job in all of

DIGITAL

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HORSE**

HYBRID ROLE - NO REMOTE APPLICATIONS

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# SEO Manager

Dark Horse offers a great career path working with some of the top professionals in the industry.

You'll have the chance to be part of a growing SEO team, whose goal it is to deliver forensic SEO campaigns for evolving underdogs as well as the bigwigs.

This agency is renowned for its client-first services and has ambitious growth plans. Dark Horse believes in challenging the mob and it is looking for someone keen to deliver results while breaking industry myths and barriers.



**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. 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



## 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:

- ✗ 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

This is about making a difference. To clients. To us. And to YOU.

**This is a hybrid role. No remote applications.**





# DARK HORSE

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