

# The darkest job in all of

DIGITAL



HYBRID ONLY -  
NO REMOTE  
APPLICATIONS

**DARK  
HORSE**

# SEO Manager



We are not going to sell the company here. Would you want to work for a company that has to do that in their job ads? Check out our site, do your research and make your own mind up.

We want to work with brilliant people. We are protective over that. If you can't be arsed and always look for shortcuts then read no further. If your covering letter is a template or written by ChatGPT, click a different role please.

We work on fairness. Put in to get out. Like the normal world. For those that get that, Dark Horse offers a great career path working with some of the top professionals in the digital marketing and specifically search marketing industry.

We are recruiting for our next SEO Manager to join the Search Marketing team. This is a hands-on role in which the successful candidate will be involved in 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.

Dark Horse has one aim.. Build and scale the best Search Marketing team in the country. If that sounds good, then show us it does.

### **Role:**

Reporting directly to the Head of SEO, 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.

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.

### **The ideal SEO Manager:**

- × 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
- × Able to conduct thorough technical 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, SERanking, Google Search Console, Google Analytics and Frase
- × 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 PPC, Paid Social and Email marketing
- × 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
- × Website content writing experience
- × Ability to spot cross-sell opportunities for our clients
- × Has been involved in pre-sale pitches
- × Experience working as part of an agency

### **Are we right for you?**

We're a fast-growing search marketing agency based in Altrincham (Manchester) specialising in PPC, SEO, 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 a team of 35 people from all backgrounds, all walks of life and we will not stop in our pursuit to grow the business and change the industry. The company is accountable to clients as all should be, we embrace accountability, and it allows us to show off.

### **You don't:**

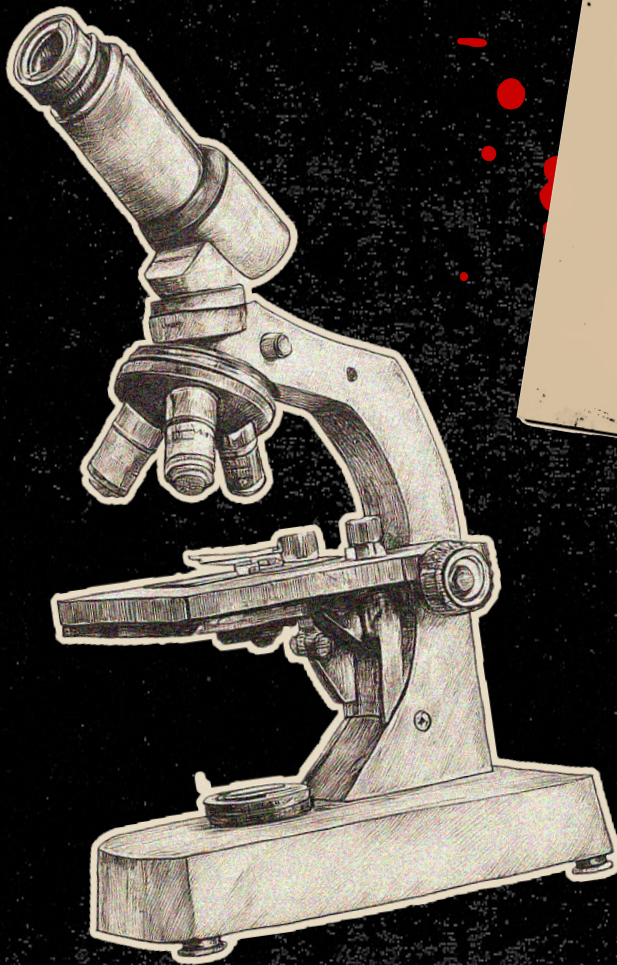
- × Quiet quit
- × Take selfies on all your LI posts
- × Think that personal branding will solve climate change
- × Think that everything is out of your control
- × Think that 12 months in a role is a lifetime
- × Ignore commercial realities of business

## 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:

- × Competitive salary, £35k to 40k dependent on experience
- × Leafy Altrincham location
- × Hybrid working, two days a week in the office
- × Flexitime
- × Birthday off
- × 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 a hybrid role. No remote applications.**



# DARK HORSE

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