

The darkest job in all of

DIGITAL



HYBRID ONLY -
NO REMOTE
APPLICATIONS

**DARK
HORSE**

Head of Digital PR



Head of Digital PR

Dark Horse is a renowned digital marketing agency based near Manchester, specialising in SEO, PPC, Digital PR and Paid Social. With a diverse clientele and a commitment to delivering exceptional results, we're investing in levelling up our digital PR proposition to become the best agency at taking businesses from 7 to 8 figures.

What does success in Digital PR look like? For our clients it means snagging top-notch coverage in relevant publications, ideally linking back to their website to accelerate SEO performance.

The role

As a Head of Digital PR, you will be responsible for scaling the Digital PR team and content marketing proposition. It will be your job to make sure that our clients get a demonstrable return from their investment. We want elite level digital PR which combined with our SEO strategies will make our clients soar.

Success in this role hinges on utilising the team's collective skills and experience to create engaging stories, develop newsworthy content and successfully pitch to relevant publications and journalists.

Key responsibilities

- ✗ Own, develop and grow the content marketing and digital PR proposition.
- ✗ Manage, inspire, develop and grow the digital PR team
- ✗ Inform our clients' content marketing and digital PR strategies alongside our SEO team
- ✗ Create campaigns and strategies that deliver digital PR success for our SEO clients
- ✗ Organise and improve the ideation process to develop digital PR campaigns for a range of clients
- ✗ Develop processes to obtain and analyse the best campaign data to develop newsworthy stories and hooks
- ✗ Define and improve how we pitch stories and content to journalists and publications
- ✗ Develop a robust reporting process that aligns with the KPIs set for each client
- ✗ Work directly with a portfolio of key clients to develop and execute digital PR campaigns
- ✗ Support the team with their clients, troubleshooting any issues and providing training when required
- ✗ Support with auditing potential clients and pitching for new business



The ideal candidate

- × Proven experience in earning digital PR coverage and links in various markets
- × Hands-on experience of the end-to-end process of developing and executing successful PR campaigns
- × Ability to manage and develop a team to deliver across multiple clients
- × Excellent communication and interpersonal skills
- × A results-oriented mindset focused on client performance and satisfaction
- × Have a finger on the pulse of emerging trends in PR and journalism, with a drive to experiment
- × Local enough to come into our Altrincham office 2 days per week

Are you right for us?

- × **Integrity** - top of the list. Always
- × **Creative thinker** - someone who can generate ideas and knows what makes a good hook
- × **Researcher & analyst** - can you find relevant information and data and make a story out of it?
- × **Desire to make a difference for their clients** - someone who will not be happy until their clients are
- × **Organisation** - loves a process and having things run like clockwork
- × **Have an opinion** - we want people who have something to say, follow things, have hobbies, watch TV, sport, games, books, music, anything, all welcome...
- × **A genuine team player** - someone who places the team's success above their own. 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...
- × **All the gimmes** - verbal, written & presenting skills, IT skills, pro-active etc.

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

Are we right for you?

We're a fast-growing digital marketing agency based in Altrincham (Manchester) specialising in SEO, PPC, Digital PR 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 37 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, 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:

- ✗ Competitive salary, dependent on experience £45,000 to £50,000 plus bonuses
- ✗ Leafy Altrincham location
- ✗ Hybrid working
- ✗ Flexitime
- ✗ Birthday off, obv's
- ✗ 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**.

This is a hybrid role. No remote applications.



DARK HORSE

www.darkhorse.co
hello@darkhorse.co
0161 883 1094