



The darkest job in all of

DIGITAL

**DARK
HORSE**

HYBRID ROLE - NO REMOTE APPLICATIONS

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Great //
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2024



Google Partner

PREMIER 2026

Deputy Head of SEO

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

We want a top Deputy Head of SEO. 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 working closely with the Head of SEO and other senior members of the team to create the best SEO team in the country through innovation, a forensic approach and delivering results that improve our clients' bottom line.

You will take the lead on a number of key client accounts, support the training and development of the team, be at the forefront of industry developments, and drive the team forward in an era dominated by AI.

We need somebody who has proven experience delivering "award winning" results through SEO across multiple industries, platforms, and business sizes. You must have excellent planning, execution and analytical skills, as well as an eye for detail. We've never met anybody in SEO that knows everything, so we want you to be somebody who is eager to read, test, learn and repeat.

Key skills and experience

- ✗ 5+ years of experience in an SEO role
- ✗ Experience speaking with clients and/or internal stakeholders in a way that they understand
- ✗ Experience supporting and training team members
- ✗ Ability to put together and deliver compelling pre-sale audits to prospective clients
- ✗ Be using AI in your day-to-day to speed up and automate processes
- ✗ Proficiency working with tools such as Ahrefs, Screaming Frog, AccuRanker, Google Search Console and Google Analytics
- ✗ 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
- ✗ 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
- ✗ An interest in or willingness to explore public speaking on behalf of Dark Horse
- ✗ Have pride in your work
- ✗ Never stop learning attitude

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.

What's on offer?

We think we've built a decent place to work, where people feel rewarded for the effort they put in.

- ✗ Salary of £45,000-50,000 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 with 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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