



AUTOMOTIVE INDUSTRY – THOUGHT LEADERSHIP WRITER

TITLE: Thought Leadership Writer

OBJECTIVE: Build and pave the road less traveled.

BACKGROUND: Dealer News Today is creating insights for tomorrow. This is a commitment to the idea that no matter how much change happens in the automotive industry, consumers will always require a dealer to address their needs on a local level. At Dealer News Today, our goal is to provide guidance, advice and information so you can navigate this road from the driver's seat.

ESSENTIAL FUNCTIONS:

- Develop written content with critical insight into one of a dozen or so topical issues relevant to automotive dealerships.
- Deliver written content on deadline that does not require extensive editing.
- Drive traffic to DNT through social media (specific platforms to be discussed).
- Use industry relationships as content and promotion sources.
- Promote the image and good will of Dealer News Today.

KEY REQUIREMENTS:

- 5 years minimum experience writing to deadline
- 2 years minimum experience working in or around the automotive industry
- Killer Communication: both verbal and written
- Ability and willingness to work independently

THE IDEAL CANDIDATE:

Has worked in or around automobile dealerships and can recognize, observe or identify challenges.
Has existing relationships in the automotive industry.

Understands the impact of social media on today's consumer and how to use that to their advantage.
Can appreciate the changes that technology will bring to the automobile industry in the coming years and how that impacts dealership management.

Takes pride in themselves and what they do – putting their name on an action holds meaning.

COMPENSATION:

- Rate scaled based on experience and quality of work