CAR & DRIVING SEEKS SCRIPTWRITERS & PRESENTERS FOR THE WORLD'S LARGEST ROAD TEST VIDEO FILM LIBRARY

Wednesday 10 September, 2014

Car & Driving, the UK's most influential motoring media agency, this week announced a further recruitment drive for its growing Road Test Video Production division.

As the business expands, the company's now specifically seeking a Scriptwriter and a Film Presenter. *"These might be separate people - or it may be that we come across an individual able to effectively combine both roles",* comments Car & Driving's Managing Director and Editor-in-Chief Jonathan Crouch.

The company already holds the largest library of road test videos in the world, with a regular audience estimated at many millions across UK and global websites. Numbering over 800 HD iPhone/iPad-compatible independent films, it covers every virtually every car, van and pick-up available on the UK market, each video featuring a unique sectioned player so that viewers can go direct to the part of the presentation they want to find out about. This enables the films to be far more detailed – an example's viewable on the company's public site at www.caranddriving.com.

"Thanks to our unique presentational approach, viewers can get three or four minutes specifically on what they're interested in, rather than three or four minutes of generality covering largely what they already know," comments Car & Driving's Sales Manager Lyn Elms. "*Then go on to view more sections if they want to. Our statistics show that many do, so where our films have been incorporated into client websites, page dwell times often rise massively as a result."*

Car & Driving's library is in use throughout most key UK dealer groups and publishers, with film production now fully in-house and established at the company's beautiful base at Field Place, near Horsham in Sussex. All road test films link into the company's industry-leading editorial resource, which holds the largest available library of New Car Road Tests and Used Car Model Guides as well as a world-leading picture library.

In terms of the new Presenter, the company is looking for a mature, experienced individual who, working within a tight but guaranteed operating budget, can come across powerfully and authoratitively on camera, quickly able to understand and interestingly deliver (via a camera prompting display using a pre-prepared script provided) the considerable detail that Car & Driving's uniquely comprehensive film scripts convey.

Ideally, this person would also have the knowledge to compile in advance the scripts they would present, but the specialist expertise this requires (for films that can, after all, be as much as 30-40 minutes in total length) means that Car & Driving is also interviewing for a candidate to fulfil a separate Script Compilation role. Each model script requires considerable background research, then compilation to our established style and content template. The business films around 100 vehicles each year.

Applications need to be made direct to jonathan.crouch@caranddriving.com

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