



## Social Media and Marketing Co-ordinator

**Position:** Full Time (on site, Atherstone, Warwickshire)

**Working Hours:** Monday to Friday, 9:00am-5:30pm Two Saturday mornings per month (with time off in lieu)

**Salary:** Experience Dependent

**Paid Holiday:** 28 Days per annum inclusive of bank holidays and a compulsory showroom shutdown between Christmas and New Year.

## The Role:

# Turn Automotive Passion Into Powerful Storytelling

Are you creative, ambitious, and genuinely passionate about cars?

Do you get excited about modern classics, rare performance models, and the details that make them special?

At DT Performance, we don't just sell vehicles – we curate automotive passion. We're looking for someone who can bring that passion to life across our digital platforms and marketing channels.

This is an opportunity to shape, build and elevate the voice of a respected performance car brand – with real creative freedom and ownership.

This is a brand-new role with genuine scope to grow.

You will take full ownership of our social media and marketing output, develop a distinctive and consistent brand voice, and help position DT Performance as the go-to specialist in our space.

You won't just be "posting content." You'll be shaping perception, building trust, and helping drive the next stage of business growth.

As the role evolves, there is potential to build, scale and lead a dedicated marketing function within the business.

If you are ambitious and want to make your mark – this is your chance.

## What Success Looks Like (First 12 Months)

We're results-driven and growth-focused. In your first year, success would include:

- Noticeable growth in engagement and audience across platforms
- A clear, consistent and documented brand identity
- Stronger storytelling around our vehicles and customer experience
- Increased high-quality enquiries driven through digital channels
- Standardised reporting and measurable campaign performance
- A defined content strategy aligned with business growth

# What You'll Be Doing

- Creating compelling photo and video content featuring our cars
- Managing and growing our social platforms (Instagram, Facebook, LinkedIn – and exploring others where relevant)
- Planning and monitoring paid campaigns across Meta and Google (with agency support)
- Writing engaging, brand-aligned copy
- Producing a monthly e-newsletter
- Overseeing website updates with our external web partner
- Supporting customer events and documenting behind-the-scenes activity
- Representing the brand at events and shows (time off in lieu provided)
- Producing monthly engagement and performance reports
- Designing high-quality digital and print marketing materials

You'll work closely with the Managing Director and become a key part of our small, passionate team.

# Creative Freedom & Ownership

We are not looking for someone to “maintain” our marketing. We're looking for someone who wants to build it. You will have genuine autonomy to:

Shape our visual style, refine our tone of voice and develop brand guidelines from the ground up

Introduce new content ideas

Test new platforms and formats

If you thrive when given creativity, responsibility and trust, you'll love this role.

# Tools & Equipment

We want you properly equipped to do great work. This will include:

- Professional camera and video equipment provided (unless you prefer to use your own)
- Editing software support (Adobe Suite / equivalent as required)
- Social scheduling tools
- Agency support for paid ads

- Training provided where beneficial

## About DT Performance Cars:

Founded in 2013 by Daniel Tranter, DT Performance Cars initially served the trade by sourcing Porsche and prestige vehicles for local independents. In 2016, we began selling directly to the public from Dan's driveway at home and quickly outgrew our initial setup. By 2017, we purchased and moved into a larger industrial unit in Atherstone, which has since been transformed into an ideal space for showcasing around 30 diverse cars with a focus on modern classics. We only buy cars we would personally own.

Every vehicle in our 8,000 sq ft showroom is carefully handpicked. We operate by appointment only, offering customers a relaxed, personal experience and building long-term relationships based on trust.

Our marketing now needs to reflect the same quality, care and passion that defines our showroom.

## Essential Requirements:

We're looking for someone with:

- Solid experience in social media management and content creation
- Strong photography and/or videography skills
- Confident copywriting ability
- An eye for detail and brand consistency
- A proactive, self-motivated approach
- The ability to manage your own workload
- A genuine passion for cars and automotive culture
- Be 25+ (insurance requirement)
- Hold a full UK driving licence for at least two years

## Desirable:

- Experience managing Meta & Google advertising
- Graphic design experience
- Advanced video editing capability
- Automotive industry experience

## Benefits of the Role:

- 28 days per annum holiday pay (inclusive of bank holidays and a compulsory close between Christmas and New Year)
- Optional pension scheme contributions
- Any equipment needed provided
- Training provided where needed
- Friendly small team environment
- You will work with some exciting and rare cars
- You will be get to develop the brand and the role, with a potential to build a team
- Work in an environment with others who are passionate about cars
- Your wellness and happiness is taken into consideration

## Why Join Us?

- Work daily with rare and exciting cars
- Shape and grow a respected specialist automotive brand
- Real creative ownership and autonomy
- Small, supportive and passionate team environment
- 28 days holiday (inclusive of bank holidays and Christmas shutdown)
- Optional pension contributions
- Time off in lieu for weekend events
- Opportunity to build and lead a marketing team over time
- A workplace where your passion for cars is genuinely shared

If you have any questions about the role then please get in touch with Dan at [dan@dtperformancecars.co.uk](mailto:dan@dtperformancecars.co.uk) or call the office on 01827 713555.

**To Apply:**

Please send us;

1. Your CV
2. A one minute video showcasing why you should be considered for the role (email video to [dan@dtperformancecars.co.uk](mailto:dan@dtperformancecars.co.uk))

You will be contacted via email to let you know if you have been shortlisted for interview.

**Deadline:**

12<sup>th</sup> March 26

If you live and breathe cars, love creating content, and want to build something that reflects genuine automotive passion – not corporate noise – we'd love to hear from you.

This is your opportunity to turn creativity and car culture into a career you're proud of.

dtperformancecars.co.uk | sales@dtperformancecars.co.uk | 01827 713555