



# XPO Logistics

## Senior Writer

Greenwich, CT

<http://www.xpo.com/>

### THE COMPANY

XPO Logistics (NYSE: XPO) is a top ten global logistics company serving more than 50,000 customers, including Ikea, Boeing, Disney and The Home Depot. Customers trust XPO with an average of 160,000 shipments and over seven billion inventory units every day. XPO places massive importance on innovation, believing that great technology in the hands of well-trained employees is the ultimate competitive advantage. XPO spends more than \$450 million a year on technology and employs global team of approximately 1,700 technology professionals, including over 100 data scientists. Its efforts are concentrated in four areas of innovation: automation and robotics, big data, visibility and customer service.

XPO is:

- The largest last mile logistics provider for heavy goods in the U.S., a more than \$13 billion sector that's estimated to be growing at five to six times GDP.
- Largest manager of expedited shipments in North America by ground, air and TMS technology;
- Second largest contract logistics provider worldwide, with the largest 3PL e-fulfillment platform in Europe;
- Second largest provider of less-than-truckload transportation in North America, and a leading LTL provider in Western Europe;
- Second largest freight broker worldwide, with the largest owned road fleet in Europe; and
- Third largest provider of intermodal and drayage services in North America.
- A top five global provider of managed transportation based on the value of freight under management, and a global freight forwarder with an integrated network of ocean, air, ground and cross-border services.

Fortune named XPO a Most Admired Company and the fastest-growing transportation company on the Fortune 500. Forbes named XPO the top-performing U.S. company on the Global 2000, and one of America's Best Employers



XPO operates in 1,455 locations in 32 countries and over 95,000 employees. It is not reliant on the economy of any one country, region or industry. About 60% of its revenue is generated in the United States, 13% comes from France and 12% from the United Kingdom. Retail and e-commerce accounts for the largest portion of revenue at 29%, followed by food and beverage at 16% and consumer goods at 11%. XPO has tremendous room for growth as it currently holds less than 1.5% of the \$1 trillion addressable opportunity.

XPO Logistics' corporate headquarters is located in Greenwich, Connecticut, and its European headquarters is in Lyon, France.

### **THE POSITION**

The Senior Writer is a new role that will report to the SVP of Communications and will work very closely with the CEO. The Senior Writer will be responsible for creating a consistent approach to messaging across all audiences, including tone, language and concepts. S/he will help develop original digital, social and traditional advertising campaigns and will write branded communications across social, blog, web, digital, and print. Every day will be different, and the Senior Writer should expect to create/edit anything from PowerPoint decks for investors to speeches and talking points.

The winning candidate will naturally have a way with words and a passion for drawing people in and strengthening the message. S/he will understand how critical writing is to maintain and strengthen a corporate brand. The Senior Writer at XPO Logistics will take ownership of a consistent style across all of the company's written materials and be responsible for maintaining it on all platforms. Working in partnership with visual design and corporate communications teams, s/he can truly have an impact on how XPO tells its story.

### **RESPONSIBILITIES & DUTIES**

- Produce and edit written materials in a variety of formats, ensuring consistent tone and style
- Understand different language styles that appeal to various target audiences
- Operate with a positive and collaborative approach across many groups and personalities
- Deliver on multiple projects in a fast-paced, results-driven environment
- Govern copy assets, ensuring all are up-to-date and representative of our brand

### **KNOWLEDGE, SKILLS AND ABILITIES**

- An intuitive understanding of *The Associated Press Stylebook* and a well-read copy of *The Elements of Style* by William Strunk Jr. and E.B. White
- Write for a busy, time-pressed audience in a simple, clear, precise style that reflects efficiency



- Be mindful of flow and the ideal sequence of information
- Take pride in a successful outcome, but avoid pride of ownership
- Strong memory and retention skills are important
- Business writing/communications experience.
- The ability to cover early mornings, evenings, and weekends; occasional travel
- Excellent verbal and written communication skills
- An innate understanding of how different styles appeal to different target audiences
- The ability to stay motivated with minimal supervision and to work in a highly collaborative team environment

#### **REQUIRED AND PREFERRED QUALIFICATIONS**

- Bachelor's degree in English, Journalism, Writing, Communications, or a related field
- Eight or more years of experience in online content production, editing or marketing communications
- Proficiency in Microsoft Office (Word, Excel, PowerPoint, Outlook), and MS Project

#### **APPLICATION PROCESS**

All inquiries, nominations and applications are to be directed to [XPO@dubrof.com](mailto:XPO@dubrof.com). Applications should include a letter of interest, writing samples and resume in MSWORD. Please indicate in your cover letter where you learned of the opportunity. NO PHONE CALLS PLEASE. Only those candidates invited for screening will be contacted.

XPO Logistics is an equal opportunity employer and does not discriminate against employees or qualified job applicants based on race, religion, color, sex, age, national origin, disability, veteran status, marital status, sexual orientation, gender identity, genetic information, or any other status or condition protected by applicable law. This policy extends to, but is not limited to, recruitment, selection, compensation, benefits, promotion, training and termination.