

BECOME OUR FIRST

# CHIEF TRACTOR OFFICER



## JOB DESCRIPTION

Is your personality as shiny as a brand-new tractor, fresh off the assembly line? Do you ever ask yourself, “Why am I wasting time watching videos online when I could get paid to MAKE them?” Are you ready to propel John Deere’s social media presence to new heights? Then we’ve got the gig of a lifetime for you.

We’re looking for our first-ever Chief Tractor Officer (CTO). And this isn’t some honorary position—it’s a real job where you can make a real impact. You’ll travel the U.S. creating thumb-stopping, brow-raising (in a good way) social media content to illustrate the incredible and unexpected ways farming and construction work impacts us all.

To give you an idea of where our head’s at, one day you could be capturing the grounds crew prepping turf at an iconic Chicago baseball stadium. Another could find you sharing a POV maintaining roads at a national park. Think big, then bigger—that’s the kind of energy we want you to bring (and we want your big ideas, too!).

Other requirements include being comfortable in front of (and behind) the camera and a love of the outdoors (read: your boots will get muddy).

Sound like a dream come true? It is.

Show us what you’ve got by unleashing your creativity, humor, and passion in a 60-second video, then submit it here: [www.JohnDeereCTO.com](http://www.JohnDeereCTO.com)

(Also, FYI: this is a contract position).

### Skills:

- Equal parts entertainer and big-idea generator
- Fluent in social trends
- Pro skills behind a camera, lovable personality in front of it
- Favorite colors are green and yellow (jk...but seriously)
- Certified extravert with mad social skills
- Likes to play in the dirt

**Job function:** Making thumb-stopping, face-melting video content.

### Potential screening questions:

- Are you ready to have a job and title that make your friends jealous and your family wonder how the heck you actually get paid?
- Do you think steel-toe boots are hot? (Ideal answer: yes!)
- Give us your top three favorite brands online and why they’re your favs.
- Tell us the last video that made you laugh out loud.