

Marketing Content Specialist

Department: Marketing

Reports to: Director of Marketing

Location: Boulder, CO (Onsite)

Who We Are

VanEssential is a growing Boulder-based company creating thoughtfully designed gear that makes van life simpler, more comfortable, and more enjoyable. We're a small, entrepreneurial team where ideas are welcomed, collaboration matters, and everyone has an opportunity to make a meaningful impact.

We value people who take ownership, communicate openly, stay curious, and enjoy being part of a close-knit team. We work hard, but we also believe work should leave room for life and adventure. If you want to help build a growing brand rather than simply work for one, you'll fit right in.

Summary

The Marketing Content Specialist helps bring the VanEssential brand to life across the customer journey, combining content creation, marketing execution, and brand storytelling. This role develops and produces high-quality photo and video content while also contributing to social media, email, blog, ambassador, and broader marketing initiatives.

The ideal candidate is both a strong content creator and a thoughtful marketer—someone who can understand a campaign objective, identify the right story or content opportunity, and bring it to life across the channels where our customers engage. As a member of a small, dynamic marketing team, this role supports a wide variety of marketing needs as priorities and seasonal demands evolve.

The Role

Photo & Video Content Production (35%)

Own the planning and production of photo and video content for VanEssential, to be used in product marketing, social platforms, website, email, and other brand channels.

In-House Photography & Videography

- Capture high-quality in-house photography and videography that showcases products, vanlife, and the VanEssential brand. Includes clean, high quality studio photography as well as brand and product aligned lifestyle photography.

- Scout locations, identify content needs, plan and execute on in house content gathering.

Post-Production

- Edit short - and long-form video content for social media, YouTube, website, and other marketing channels.
- Perform photo retouching and basic image editing to ensure assets are polished, consistent, and brand-appropriate.
- Manage the full post-production process, including video editing, selecting, organizing, photo retouching, and preparing photo and video assets for use.

Photoshoot Planning

- Plan and coordinate photoshoots, including creative direction, shot lists, locations, talent, products, props, schedules, and logistics.
- Hire external photographers / videographers as needed. Prepare moodboards, content deliverables, and manage budget and contracts. Recruit models where needed.

Ambassador Program Management (20%)

- Own the day-to-day management and execution of VanEssential's Ambassador Program, as an important avenue for UGC content capture and high quality photography.
- Serve as the primary point of contact for ambassadors, building strong and positive relationships with UGC creators and vanlife photographers.
- Recruit and onboard new ambassadors who align with VanEssential's brand, audience, and values.
Prepare contracts and outline content deliverables for ambassador exchanges.
- Track ambassador content, deliverables, product exchanges, agreements, and program performance.
- Identify opportunities to leverage ambassador content across social, website, email, advertising, and other marketing initiatives.

Social Media Management (15%)

- Own day-to-day management of VanEssential's organic social media presence across Instagram, Facebook, and YouTube.
- Develop and maintain an organic social content calendar in alignment with broader marketing priorities.
- Capture, curate, edit, and publish engaging social content.
- Build and manage VanEssential's YouTube presence, including video planning, production, editing, publishing, and optimization.

- Engage directly with customers and the VanEssential community through social media, responding to comments, questions, and messages in a timely and authentic manner.
- Monitor social trends, emerging content formats, and relevant conversations to identify opportunities for VanEssential.
- Help grow VanEssential's social audiences and strengthen community engagement.
- Track and report on key organic social performance metrics and use insights to improve content strategy.

Email & Blog Content (15%)

- Concept and write blog content that educates, inspires, and engages the VanEssential audience.
- Support the development of email campaign concepts and write copy for promotional, educational, product, and brand-focused campaigns.
- Contribute ideas for timely, relevant content based on customer interests, seasonal opportunities, and VanEssential products.

Asset Library Management (15%)

- Maintain and organize VanEssential's creative asset library within Google Drive, including photography, video, design files, templates, and other brand assets. Using tagging to ensure quick access to assets based on a variety of attributes.
- Develop and maintain consistent photo & video standards across all customer-facing channels.
- Help identify opportunities to continuously improve VanEssential's visual content, creative processes, and production workflows.

Team Collaboration

- Collaborate closely with Marketing team members to bring campaigns, product launches, and brand initiatives to life.
- Translate marketing priorities and campaign messaging into compelling visual content.
- Support the development of creative concepts, campaign assets, product launches, and seasonal initiatives.
- Collaborate with the Marketing Team to maintain consistency across VanEssential's visual identity.
- Provide creative recommendations based on content performance, audience behavior, and emerging trends.
- Manage multiple projects simultaneously while meeting deadlines and maintaining a high standard of quality.

Experience & Qualifications

Required Experience:

- 2+ years of professional experience in marketing, content creation, social media management, or a related field.
- Strong portfolio demonstrating high-quality photography and videography, with experience shooting both studio products and lifestyle focused brand content.
- Proficiency in Adobe software including Lightroom, Photoshop, Premiere Pro or comparable professional photo and video editing software.
- Ability to work independently, manage multiple projects, and take creative projects from concept through final production.

Preferred Qualifications:

- Comfortable shooting in a variety of indoor and outdoor settings, including working with models and on-camera talent.
- Experience with Adobe After Effects or Meta's Edits/Reels editing tools is a plus.
- Strong organizational skills and experience managing large libraries of photo, video, and creative assets.
- Experience planning and executing photoshoots, including working with models, locations, products, props, and production equipment.
- Experience developing content for consumer, e-commerce, outdoor, travel, vanlife, or lifestyle brands is a plus
- Experience with email marketing, blogging, and content marketing.
- Familiarity with Shopify, Klaviyo, Google Analytics, Meta Business Suite, or similar marketing platforms.
- Experience managing creators, influencers, ambassadors, or other external partners.
- Experience with content calendars and project management tools such as Asana.

How We Work

We're an entrepreneurial team, which means ideas are welcomed, tested, refined, and sometimes changed quickly. You'll have a voice here and a real opportunity to influence the growth of the business.

We also believe great work doesn't necessarily require being at work five days a week.

Our team generally works 8:30 a.m. – 4:30 p.m. Monday through Thursday, and whenever business needs allow, we enjoy flexible Fridays off. Because we're a growing company, there will occasionally be Fridays when work needs our attention, so flexibility goes both ways.

This is a **fully in-office position** in Boulder, Colorado. We value working together, solving problems in real time, and building strong relationships as a team.

Compensation

Salary Range: \$65k - 70k annually

Benefits

We offer:

- Employer-paid Anthem BCBS HSA medical coverage for the employee
- 50% employer-paid dental and vision coverage
- 3% employer 401(k) contribution
- 10 days of accrued PTO
- 6 days of accrued paid sick leave
- Paid birthday off
- Flexible Fridays whenever business needs allow
- Paid company holidays, including Christmas Eve, Christmas Day, New Year's Day, Memorial Day, Independence Day, Labor Day, and Thanksgiving
- Future eligibility for participation in our long-term profit-sharing program
- Future eligibility for parental leave

How to Apply

Send a cover letter, resume, and link to photo/video portfolio to careers@vanessential.com

Anticipated application deadline: September 25, 2026