



## CONTENT CREATOR

### Who Are You?

Dive into the role of Content Creator, where your creativity meets our brand's voice to captivate and engage our audience. This position is tailor-made for a storytelling wizard passionate about crafting compelling content across multiple platforms. If you live and breathe digital content creation and are eager to shape the narrative of our Class B RV brand, this is your stage.

### Role Overview

As a Content Creator, you're the heartbeat of our brand's online presence, responsible for designing, creating, and delivering a variety of content forms including written articles, videos, social media posts, and more. You'll collaborate closely with the marketing team to ensure all content aligns with our brand identity and marketing strategies, driving engagement and fostering community around our brand.

### Essential Functions

- Generate innovative and engaging content for our website, blog, social media channels, and email campaigns.
- Collaborate with the marketing team to align content creation with overall marketing goals and campaigns.
- Stay ahead of industry trends and leverage insights to propose fresh and relevant content ideas.
- Utilize SEO best practices to increase content visibility and audience engagement.
- Analyze content performance metrics to understand audience preferences and adjust strategies accordingly.
- Manage content calendars, ensuring a consistent flow of high-quality material across mediums.
- Work with onsite leadership and teams to develop, schedule and create content.

### Ideal Experience

- Proven experience as a Content Creator, Copywriter, or similar role with a portfolio of published work.
- Strong understanding of content marketing strategies and SEO principles.
- Excellent writing, editing, and communication skills.
- Creative mindset with the ability to produce original ideas.
- Proficiency in digital content creation tools and platforms.

- Ability to work independently and manage multiple projects simultaneously.

### **Core Traits**

- Assertive and Open Minded
- Self-aware
- Ambitious
- Authentic
- Not assholes

### **Physical Requirements**

- Must be able to sit/stand for extended periods.
- Flexibility to work in varying environments, including occasional visits to outdoor locations, events and manufacturing floors.

### **The Nitty-Gritty**

- Job Type: Full-time, Salary
- Schedule: 40 hours/week
- Base Wage: \$60,000/year + DOE
- Benefits: Health, Dental, Vision, Wellness/Fitness, 401(k), FTO
- Job Location: Primarily Rifle, CO with some opportunity for remote work

To apply, please send your cover letter, resume and examples of prior work to [careers@dmvans.com](mailto:careers@dmvans.com), showcasing why you are the perfect fit for taking our content to the next level.

This job description is intended to describe the general nature and level of work being performed by employees in this role. It is not intended to be an exhaustive list of responsibilities, duties, and skills required for the position. This document does not establish a contract for employment and is subject to change at the discretion of the Company.