

SOMETHING NEW BOUTIQUE

We're Hiring.

Marketing & Content Manager

Colorado Springs, CO | In-Person | Tuesday – Saturday, 9:00 AM – 5:00 PM

Salary Range \$65,000-\$95,000 | Plus Benefits

Travel required approximately 20% of the time

Who We Are

Something New Boutique is not your average bridal shop. We are a high-energy, experience-first bridal and formalwear retailer in Colorado Springs — and the brand behind BOSS (Bridal Owner Success Solutions), a global coaching company serving bridal shop owners worldwide. Our founder, Mindi Linscombe, is an industry leader, speaker, and entrepreneur, and our brand shows up loud, proud, and intentional everywhere we go.

We create content that makes people feel something. We build community. We show up consistently. And we're looking for someone who is equally obsessed with doing all of the above.

The Role

This is a full-time, in-person position for someone who lives and breathes social media, content creation, and brand storytelling. You will be the driving force behind Something New's social media presence — creating content, growing our platforms, managing campaigns, and traveling with Mindi to capture live events, bridal markets, and speaking engagements.

This is not a sit-back-and-schedule-posts role. We need a strategic, creative, organized, self-starting content machine who is equally comfortable behind a camera and inside a spreadsheet.

What You'll Own

- Social media strategy, growth, and daily management across Instagram, Facebook, TikTok, Pinterest, and YouTube
- Content creation — photo, video, graphics, stories, reels, and more
- Brand consistency and voice across every platform
- Social media campaigns tied to launches, trunk shows, events, and promotions
- Engagement — actively responding to comments, DMs, and growing our community
- Design and scheduling of monthly email newsletters (copy provided)
- Coordination with our Director of Marketing (external) and VA to execute the marketing calendar
- Event content capture — you travel with Mindi to bridal markets and speaking events
- Branding, print, and design materials for events and in-store needs
- Ambassador and influencer partnership coordination
- Working with our PR firm and SEO company

What We're Looking For

The Must-Haves:

- Minimum 2 years of experience in social media strategy and management
- Expert-level proficiency in Instagram, Facebook, and Pinterest — you know the algorithms, the formats, and what actually works
- Expanding knowledge of YouTube, LinkedIn, and Clubhouse — we're growing there and you'll help lead it
- Expert in Canva or equivalent design program — you can produce beautiful, on-brand visuals independently
- Available to monitor social media channels daily, including evenings and weekends as needed — social doesn't clock out at 5
- Experience managing a social content calendar, paid social advertising campaigns, and social activity monitoring

- Experience analyzing metrics and data — you can read a report, identify what it means, and make a recommendation
- Organized in every sense of the word — online, in life, and in your head
- Project management skills that would make Asana cry — you juggle multiple channels, timelines, and priorities without dropping the ball
- A deep passion for social networking technologies — this isn't just a job, it's your thing
- A learner — you are constantly consuming and creating. You test new ideas, follow industry trends, and stay on the cutting edge
- A self-starter who is willing and eager to roll up your sleeves and get things done — no hand-holding required
- Experience using social media monitoring and scheduling tools
- Strong interpersonal skills — you work well with a team and communicate clearly
- Thrives in a fast-paced, entrepreneurial environment — things move fast here and you love that
- Committed to delivering a high level of customer service in every interaction
- Certified AI user with demonstrated competency across multiple AI platforms — we use AI regularly and expect you to as well
- Ability and willingness to travel approximately 20% of the time for bridal markets and speaking events

Bonus Points (not required, but tell us!):

- Photography or videography skills
- Adobe Illustrator or advanced editing experience

Why You'll Love It Here

- You'll work directly alongside a nationally recognized bridal industry leader and entrepreneur
- No two days are the same — events, markets, content shoots, campaigns, and more
- Your work is seen, felt, and credited — this is not a background role
- You'll be part of a brand that genuinely cares about its community and shows up with purpose
- Travel opportunities to exciting bridal industry events around the country

How to Apply

We'd love to hear from you!

Please email the following to apply@somethingnewboutique.com with the subject line "SOCIAL"

- Your resume
- A brief VIDEO introduction — tell us who you are, why this role excites you, and what makes you the right fit
- Links to 2–3 social media accounts or campaigns you have managed
- Any relevant portfolio, reel, or content samples you'd like us to see

Something New is an equal opportunity employer. We celebrate creativity, hustle, and heart.

somethingnewboutique.com