

SOCIAL MEDIA COORDINATOR

Overview:

As the Social Media Coordinator at Cool Springs Plastic Surgery, you will play a pivotal role in developing, organizing, and distributing social media content to support the marketing efforts of our practice. You will collaborate with various internal team members and external contractors to ensure consistent brand messaging and create compelling social media content that resonates with the target audience. This role requires a combination of creativity, organizational skills, and a keen understanding of marketing principles. The Social Media Coordinator should be passionate about social media, abreast of frequent social media updates, on top of trends, and obsessed with creating incredible content. This role will report directly to the Director of Operations.

Key Responsibilities:

Content Calendar and Asset Management:

- At the beginning of each quarter, present a developed quarterly content calendar to ensure a consistent flow of content across different social media platforms.
- Coordinate with subject matter experts and outside contractors to align content with product launches, events, and marketing campaigns.

Content Development:

- Be on-call at our office(s) to create regular and day-of visual content for social media channels.
- Create content that is not only relevant and engaging, but that also falls consistently into the following content models:

Inspirational posts (before/after, training highlights, inspirational concepts)

Entertainment posts (holiday posts, trending reels, charming content)

Educational posts (info on products, explainers on treatments, regimen guides, trend forecasting, new procedures, About Us, company news, infographics, top 10's, how-tos, etc)

Offers/brand partnership posts (special offers, promotions, contests, highlights)

Patient highlight posts (treatment highlights, practice reviews, patient stories)

Influencer marketing posts (collabs)

- Ensure that all content aligns with brand guidelines and marketing goals.

- Follow the following in-office schedule to capture content for each CSPS location:

Mondays : Brentwood, Tennessee
Tuesdays : Franklin, Tennessee
Wednesdays : Mt. Juliet, Tennessee
Thursdays : Nashville, Tennessee
Fridays : Brentwood, Tennessee

Project Management:

- Manage a content management system to set and schedule content, ensuring that due dates are up-to-date and quality is being met.
- Collaborate with and communicate consistently with SMEs to develop technical or industry-specific content on time with high-quality.

Content Distribution:

- Manage the distribution of content through various channels.
- Monitor content performance and adjust distribution strategies accordingly.

Quality Control:

- Ensure content is error-free, aligns with brand standards, and complies with industry regulations.

Analytics and Reporting:

- Utilize analytics tools to track and measure the performance of content.
- Provide quarterly reports with insights and recommendations for improvement.

Key Performance Indicators:

Social Media:

Instagram and Facebook:

A minimum of 3 posts (still, carousel, and/or reel) weekly and 1-3 stories daily

YouTube:

A minimum of one 1-4 minute video monthly

TikTok:

A minimum of 2 posts weekly

Pinterest:

A minimum of 2 posts weekly

Qualifications:

- Bachelor's degree in Marketing, Communications, or a related field.
- Proven experience in social media content creation, preferably in a marketing or communications role.

- The ability to create content in the following platforms: Adobe Creative Cloud, Adobe Express, Canva, Loomly, Animoto, or similar.
- Incredible familiarity with Instagram, Facebook, Youtube, TikTok, and Pinterest tools, trends, and limitations.
- Familiarity with project management systems (PMS) and marketing automation tools.
- Ability to multitask and manage projects with competing deadlines.
- Basic understanding of visual design principles.
- Experience with social media content creation and editing.
- Excellent project management skills.
- Familiarity with analytics tools.

This role is ideal for a detail-oriented individual with a passion for creating impactful social media content. If you are excited about medical aesthetics and driving brand engagement through compelling storytelling, we encourage you to apply for the Social Media Coordinator position.