

Social Media Content Creator – MedSpa & Cosmetic Surgery Practice

We are looking for a **highly creative and skilled Social Media Content Creator** to join our team! This is an exciting opportunity to help grow our social media presence and produce **engaging, high-quality content** that showcases our brand, services, and expertise.

What You'll Do:

- **Develop and execute a content strategy** that captivates and engages our audience across major platforms (Instagram, TikTok, Facebook, etc.).
- **Create compelling visual and video content**, including reels, before-and-after transformations, educational posts, and behind-the-scenes glimpses of our practice.
- **Write attention-grabbing captions, posts, and stories** that align with our brand voice and drive engagement.
- **Stay on top of the latest social media trends**, incorporating viral content ideas, trending audio, and innovative storytelling techniques.
- **Manage a consistent posting schedule** to maximize visibility and audience interaction.
- **Monitor social media insights and analytics** to optimize content performance and refine strategies.
- **Collaborate closely with our marketing, administrative, and clinical teams** to ensure content aligns with promotions, events, and brand messaging.

What We're Looking For:


- **A creative storyteller with a deep understanding of social media content creation.**
- **Ability to grow our follower base** across all platforms to reach more patients.
- **Proven ability to shoot and edit high-quality photos and videos**—experience with Canva or other design/video editing tools is a must.
- **Strong copywriting skills** with the ability to craft engaging and persuasive posts.
- **A self-starter who thrives in a fast-paced environment** and can manage multiple projects independently.
- **Passion for aesthetics, beauty, and cosmetic treatments** (experience in the industry is a plus!).
- **A portfolio of work is required**—please submit links to social media accounts you've managed or examples of content you've created.

Perks & Benefits:

- Competitive base salary with performance incentives.
- Health insurance, 401K with company match, and paid time off (PTO).
- **Exclusive discounts on aesthetic treatments.**
- A dynamic and supportive work environment where your creativity will shine.

📍 **Location:** This is a full-time, in-person position at our Pensacola, FL office.

If you live and breathe social media, love creating engaging content, and have a passion for aesthetics—we want to hear from you!

 **To Apply:** Send your resume and portfolio (or links to your social media work) to info@gulfcoastplasticsurgery.com. We can't wait to see your creativity in action!