

Marketing Director

Robb Facial Plastic Surgery & Aesthetics

Position Overview

We are seeking a high-performing, growth-focused Marketing Director to lead and execute marketing across our surgical practice and med spa brands.

This is a player-coach role — you will own strategy, drive execution, and lead a team, while also personally building and optimizing key marketing initiatives.

You will be responsible for scaling lead generation, increasing conversion, building brand authority, and creating a structured, high-performing marketing engine across utilizing multiple outlets.

What Success Looks Like

You bring clarity, structure, and accountability to marketing. You don't just manage — you build, optimize, and scale.

- Turn ideas into executed campaigns
- Identify what works and double down quickly
- Eliminate wasted spend
- Build systems that drive consistent growth

Results:

- Increased qualified leads
- Improved conversion rates
- New Patients
- Stronger brand presence and reach (i.e. followers, engagement)
- Revenue growth

Key Responsibilities

Strategy & Growth Leadership

- Develop and execute a full-funnel marketing strategy across surgical and med spa services
- Build and present monthly and quarterly marketing plans to leadership

- Identify and launch new growth marketing channels (i.e. Meta Ads, Podcast, Radio)
- Create scalable systems that can support multi-location expansion

Execution & Campaign Ownership

- Personally drive and execute key initiatives, including:
 - Podcast launch and growth strategy
 - Marketing campaigns (monthly + seasonal)
 - Funnel builds, sequences, and drip campaigns
 - New offer and promotion development
 - Ensure marketing ideas get implemented — not just planned
- Own Partnerships - Build, manage, and grow strategic partnerships that drive brand awareness, referrals, and new patient acquisition.
- Own Referral Marketing - Develop and optimize referral programs and campaigns that consistently generate high-quality patient leads.

Digital Marketing & Lead Generation

Oversee and optimize:

- SEO strategy and website performance
- Google Ads (PPC)
- Meta advertising (Facebook/Instagram)

Improve:

- Audience targeting and segmentation
- Lead conversion pathways
- Cost per lead and return on ad spend

Content & Brand Growth

- Oversee and guide content strategy across all platforms
- Build a high-performing content engine (video, reels, before/after, education)
- Lead podcast strategy, content repurposing, and distribution
- Ensure consistent, elevated brand voice across all channels
- Implement new marketing tactics – mail, magazines, PR, radio, etc.

CRM, Automations & Patient Journey

Build and optimize:

- Email and SMS sequences
- Lead nurture campaigns
- Reactivation campaigns

Improve patient journey from:

First touch → consult → treatment → retention

Performance & Analytics

Own marketing KPIs and reporting dashboard

Track:

- Lead volume and quality
- Conversion rates
- Channel performance
- ROI by campaign
- Present insights and recommendations to leadership monthly
- Continuously reallocate budget to highest-performing channels

Team Leadership

Lead marketing team across:

- Social media (surgical + med spa)
- Email & communications
- Content & media
- Events and internal marketing
- Set clear KPIs
- Ensure high-quality output and consistent execution
- Train and develop team members

Key Performance Indicators (KPIs)

Revenue growth driven by marketing

- Lead volume and quality
- New Patient Growth
- Referral Growth
- Cost per lead and ROI
- Conversion rates (consult → treatment & retention)
- Social growth and engagement
- Campaign performance

Qualifications

- 6+ years in marketing leadership
- Proven ability to drive measurable growth (not just manage marketing)
- Strong digital advertising experience with:
 - Meta Ads
 - Google Ads
 - SEO strategy
 - Automation Marketing
- Experience building funnels, campaigns, and marketing systems
- Strong analytical and data-driven mindset
- Ability to lead a team while also executing independently
- Highly organized, proactive, and results-focused

Preferred:

- Aesthetic, healthcare, wellness, or luxury service experience
- Experience scaling multi-location brands
- Experience launching content platforms (podcast, YouTube, etc.)

Why Join Us

You will play a key role in building a high-growth, physician-led aesthetic and wellness brand known for exceptional care, natural results, and a premium patient experience.

This is an opportunity to own marketing, drive expansion, and make a direct impact on revenue and brand growth.

Our organization is growing, scaling, and leading the industry. We promote a positive and healthy culture; this is a dream job for the right person!

