

Robb Facial Plastic Surgery & Aesthetics

Social Media Strategist & Content Creator

Atlanta, GA | Posted 6 hours ago | 30 applicants

About Robb Facial Plastic Surgery and Aesthetics

The mission of Robb Facial Plastic Surgery is to love and serve our patients through facial cosmetic enhancements, deluxe medical spa treatments, and thoughtful wellness care. Dr. Robb Jr. and his team create a high-end, luxury, patient-centered, boutique experience for every patient. Our team members are integral in providing each patient with an exceptional customer service experience they cannot find anywhere else.

About the Job

Robb Facial Plastic Surgery and Aesthetics is seeking an experienced, growth-minded Social Media Strategist and Content Creator to lead and scale our digital brand presence.

This is a hands-on, strategic, content creation role for someone who understands how to turn real moments, patient stories, procedures, education, and behind-the-scenes experiences into compelling digital content. The Social Media Manager & Content Creator will help lead the practice's digital presence from concept to execution—including content strategy, photography, videography, editing, publishing, community engagement, and performance analysis.

Beyond day-to-day posting, this position leads the strategy behind patient acquisition, brand positioning, community trust, and organic lead generation.

This individual will work closely with our providers, patients, and marketing team to create content that educates, builds trust, strengthens our brand, and supports continued practice growth. This is not simply a "posting on social media" position. We are looking for someone who can see the content opportunity, capture it, create it, and bring it to life.

Job Responsibilities

Strategic Planning and Channel Management

- Develop, implement, and lead a comprehensive social media strategy aligned with overall practice revenue and growth goals.
- Build and manage a structured editorial calendar across Instagram, TikTok, YouTube, Facebook, Threads, and emerging channels.
- Own the content architecture, balancing patient education, procedure awareness, social proof, and messaging.
- Manage community engagement workflows, message responses, and conversion pathways such as ManyChat to turn followers into active consultations.
- Protect and elevate the practice brand identity, tone of voice, and visual standards across all customer touchpoints.

- Research market shifts, competitor tactics, and platform algorithm updates to keep our brand positioned as an industry leader.

Social Media Management & Strategy

- Manage and maintain the practice's presence across Instagram, Facebook, TikTok, Threads, X, and other relevant digital platforms.
- Design clean, high-end digital graphics, promotional assets, and educational visuals that uphold the luxury aesthetic of the practice brand.
- Develop and maintain an organized social media content calendar.
- Plan, schedule, and publish consistent content across platforms.
- Develop monthly content strategies, campaigns, and creative concepts aligned with practice goals.
- Write engaging captions, educational content, promotional copy, and patient-focused storytelling.
- Monitor comments, messages, audience engagement, and relevant platform activity.
- Stay current on social media trends, platform updates, algorithm changes, and content opportunities.
- Maintain a consistent brand voice and visual identity across digital platforms.

Content Creation

- Photograph and film patients throughout various stages of their surgical and aesthetic journeys.
- Capture high-quality before-and-after patient photography.
- Film patient testimonials, consultations, educational videos, provider content, surgical footage, and behind-the-scenes content.
- Identify content opportunities throughout the practice and proactively coordinate filming when appropriate.
- Work comfortably in both clinical and surgical environments while maintaining professionalism and patient privacy.
- Collaborate with providers and team members to develop educational and engaging content.

Video Editing & Creative Production

- Edit short-form video content including Instagram Reels, TikToks, and other social-first video.
- Assist with editing longer-form educational and YouTube content as needed.
- Edit and organize patient photography.
- Create social media graphics, educational visuals, promotional materials, thumbnails, and campaign assets.
- Maintain a polished and cohesive visual aesthetic reflective of the Robb Facial Plastic Surgery & Aesthetics brand.

Before & After Photography

- Create standardized before-and-after patient images and collages.
- Organize patient photography and media files.
- Maintain an efficient and consistent before-and-after workflow.
- Assist with updating and organizing website galleries.
- Ensure patient imagery meets practice standards prior to publication.

Marketing Collaboration

- Partner closely with the marketing team on practice-wide campaigns and initiatives.
- Support the marketing of new providers, treatments, services, special events, and practice launches.
- Collaborate on website content, patient education, digital campaigns, and promotional initiatives.
- Support marketing initiatives for affiliated practice brands as needed.
- Assist with event marketing and on-site content capture.
- Build and maintain digital marketing workflows and automations, including ManyChat.

Analytics & Performance

- Clear growth in qualified patient inquiries and consultations generated through social channels.

- Track and monitor social media insights, audience growth, engagement, reach, and content performance.
- Evaluate which types of content are performing most effectively.
- Identify trends and opportunities based on performance data.
- Adjust content strategy based on analytics and audience behavior.
- Measurable gains in community reach, engagement quality, and follower retention.
- Regular, data-backed strategy reports delivered to leadership with clear action plans.

Qualities We Look for in a Team Member

The ideal candidate is both creative and highly organized. You should enjoy creating beautiful, engaging content while also understanding that successful social media requires planning, consistency, strategy, and follow-through.

You may be a great fit if you:

- Have a strong eye for photography, videography, graphic design, composition, and visual storytelling.
- Are confident filming and photographing people in real-time environments.
- Understand how to create engaging short-form video for platforms such as Instagram and TikTok.
- Have strong video editing skills.
- Understand social media strategy beyond simply following trends.
- Are a strong writer who can adapt messaging while maintaining a consistent brand voice.
- Are comfortable balancing planned content with spontaneous content opportunities.
- Are proactive and naturally look for opportunities rather than waiting to be given every assignment.
- Are highly organized and comfortable managing multiple projects, deadlines, and platforms simultaneously.
- Pay close attention to detail and understand the importance of consistency.
- Are comfortable receiving creative feedback and adapting quickly.
- Work well collaboratively but can independently take ownership of projects from beginning to end.
- Thrive in a fast-paced environment where priorities occasionally shift.
- Understand the importance of professionalism, discretion, and patient confidentiality.

Qualifications

Experience with social media management, content creation, photography, videography, video editing, digital marketing, or a related creative field is strongly preferred.

Experience with or knowledge of the following is a plus:

- Instagram
- TikTok
- Facebook / Meta Business Suite
- YouTube
- Canva
- CapCut
- Metricool or similar social media scheduling platforms
- ManyChat
- Photography and photo editing
- Short-form video production
- Graphic design
- Social media analytics

- Digital asset organization

Experience within plastic surgery, aesthetics, beauty, wellness, healthcare, luxury services, or another highly visual consumer brand is a plus, but not required for the right candidate.

Must be comfortable photographing and filming in a medical environment, including observing and capturing surgical procedures in the operating room.

Must be comfortable working directly with patients and helping them feel confident and at ease while being photographed or filmed.

A portfolio or examples of social media, photography, videography, or video editing work will be required during the interview process.

What Success Looks Like

Success in this role means creating a digital presence that feels consistent, elevated, educational, engaging, and unmistakably aligned with the Robb Facial Plastic Surgery & Aesthetics brand.

Key areas of success will include:

- Consistent and organized social media publishing
- High-quality photo and video content
- Growth in audience engagement and reach
- Strong short-form video production
- Consistent brand presentation across platforms
- Effective patient storytelling and educational content
- Well-maintained before-and-after photography
- Successful execution of campaigns, events, and provider launches
- Increased social media-driven awareness and lead generation
- Strong organization of digital content and media assets
- Proactive content planning and idea generation

Additional Requirements

Employment is contingent upon signing the practice's confidentiality and other required employment agreements.

Schedule

Monday–Friday | 8:00 AM–5:00 PM | In-Office

Location

950 North Point Parkway, Suite 400, Alpharetta, GA 30005

Benefits

- Health Insurance
- 401(k) with 4% match (after 1 year of employment)
- PTO
- Aesthetic treatment benefits after three months
- Employee skincare discounts
- Team outings and opportunities for personal and professional growth

Job Details

Seniority level: Mid-Senior level

Employment type: Other

Job function: Marketing and Sales