

## SOCIAL MEDIA AND CONTENT MANAGER

We are looking for an experienced, passionate and purpose-driven Social-media and Content Manager to join our growing marketing team, delivering world-class content for both web & social media platforms. If you are passionate about beauty and aesthetics and are a confident, capable social media and content specialist we would love to hear from you.

This is a unique opportunity to join our thriving, multi-specialist plastic and aesthetics hospital; the Cadogan Clinic, in the heart of Chelsea. Grow your marketing career, working with our hand-picked “best in class” plastic surgeons, aesthetics and dermatology specialists and our committed team of professionals as we continue to build our brand.

Co-founded by our world-renowned plastic surgeon Mr Bryan Mayou, (best known for introducing liposuction into the UK) and his wife Dr Susan Mayou who is our leading consultant dermatologist (as featured in the Tatler Beauty and Cosmetic Surgery Guide 2022), the Cadogan Clinic continues to pioneer the latest techniques in cosmetic healthcare, treating over 20,000 patients each year. Join us in our vision: changing patients’ lives and providing high quality care and excellent treatment outcomes.

If you would like to be considered for this opportunity, please send your updated CV and a stand-out cover letter to [people@cadoganclinic.com](mailto:people@cadoganclinic.com).

## PURPOSE AND VISION

As a family-owned clinic we are committed to our people and have a strong, supportive, knowledgeable team who reflect our values of patient care and professionalism and we look for passionate individuals who share our ethos, vision and purpose.

## ROLE SUMMARY:

As our Social-media and Content Manager, you will help drive a sector-leading social media experience that informs, inspires and empowers people to discover better cosmetic and skincare, building out brand awareness and increasing levels of engagement with our growing audiences.

This extraordinary role is based at our busy clinic at Sloane Street in Chelsea where you will be working with our clinic team and our consultants to capture life at Cadogan Clinic, where no two days are ever the same

This is an exciting role, requiring strong creative skills to create engaging content that truly reflects the quality of our brand and our mission; using storytelling and creating compelling and effective copy that adapts voice and tone to all our audiences across various channels.

Being a passionate, sociable, team player with a love for what you do will be key for this role as you build relationships with others across the clinic and encourage our team to collaborate with you and have fun creating content that genuinely expresses the quality of our services and our incredible patient outcomes.

## IN ADDITION:

**Location:** Homeworking (1 day) and at The Cadogan Clinic, 120 Sloane Street London, SW1X 9BW (close to Sloane Square, South Kensington, Knightsbridge, and Victoria stations)

**Salary:** £30,000 - £35,000 per annum (full time annual salary; depending on experience and skills).

**Contract Type:** Permanent, full time, 40 hours

**Shift Days:** 5 days a week / Monday to Friday (and Saturdays may sometimes be required)

## BENEFITS AND REWARDS

- Additional Holiday: 31 days holiday (including public holidays, rising to 33 days after 2 years of service)
- Holiday fun days – paid day off on your birthday and a paid day off for your “tie the knot”; wedding day (after a year of service).
- Wellbeing benefits: employee assistance programme, healthy in-clinic snacks and refreshments, Cycle to Work scheme
- Pension scheme (currently with NEST)
- Beauty benefits: team treatments and product discounts on successfully passing probation
- Social events; a social calendar and monthly team lunches from our favourite local foodie destinations in central London.
- Recognition and reward schemes; gifts and finance awards for length of service and commitment to our brand promises.
- Referral bonus scheme; rewarding our people for networking and growing our friendly team

## LEARNING AND CAREER DEVELOPMENT

- Opportunities to work with a growing, ambitious, and highly regarded, plastic surgery and dermatology business, networking with world-class consultants in the field of plastics and dermatology; opportunity to develop your career within a knowledgeable and professional setting
- Lunchtime learning (opportunities to learn from our consultants, industry specialists and our founders)
- Protected time for development and training
- Development pathways for training; opportunity to progress within specialist areas of responsibility; formalised training opportunities as per clinic strategy

Our benefits and rewards are always changing; follow us on Linked in or stay in touch at [Careers at Cadogan Clinic | Private Cosmetic Clinic](#)

## ROLE REQUIREMENTS/ SKILLS & EXPERIENCE

- A passion for social media and brand story-telling
- Ability to produce category-leading, best in class social media content
- Excellent editorial and brand copywriting skills
- Extremely strong attention to detail and ‘Get it done’ mentality
- Strong project management, creative thinking and analytical skills.
- Motivated self-starter who flourishes with working in ambiguous, complex and challenging environments of a rapidly evolving business
- A confident and articulate communicator, with the ability to pitch ideas and influence people
- Be inspirational, curious, determined, reliable and humble
- An organised team player who is as comfortable working in a team as they are working alone
- Previous experience in eCommerce and B2C brand & marketing teams or agency
- Experience in a dynamic start-up or high growth environment
- A desire to be part of a step change in our progressive business trajectory

## OTHER DUTIES INCLUDE

Your primary responsibility will be to develop our social media & content strategy with the wider marketing leadership team as well as key agency partners. You will also:

- Plan content against this strategy- short and long term; identify seasonal/predictable trends and reactive key industry trends; include both top and mid funnel content, and utilise mixed media types.

- Execute against this strategy and content plan across all platforms; Facebook, Instagram, TikTok and Twitter. Create on-brand, best-in-class content that is inspiring and engaging across owned and social media platforms
- Key strategic focus to put the Patient at the centre of our brand narrative, highlighting patient stories, before and afters, testimonials and live procedures/treatments as core content pillar. Other pillars to include Consultant/Expert profiles and insights, and key staff/Team moments in-Clinic
- Manage all other aspects of production (writing copy, design, approval and distribution) for social media & content; propose new ways of delivering content that expands awareness and consideration of the Cadogan Clinic
- Community management and day to day leadership for all key channels; Facebook, TikTok and Instagram. Assigning patient enquiries to relevant Operator Team members. Engaging with followers in comments to help build community feel
- Articulate the core Cadogan value proposition via compelling and effective copy that adapts voice and tone to our audience, tells a compelling story, and maintains accuracy.
- Ensure consistency of messaging and brand tone of voice, develop a proactive approach to community management and micro-influencer outreach to enhance reach and engagement
- Track and report content effectiveness metrics to internal stakeholders, as well as continually monitor, analyse, and tune messaging to maximise conversion.