

Position: Social Media and Community Manager

Location: Ringwood Area

Full-time

Who is The Slimming Clinic?

The Slimming Clinic is proud to be the UK's largest online provider of private non-surgical medical weight management solutions, specialising in clinician-led and patient-centred weight loss programmes for those with overweight or obesity.

The company, founded in 1984, helps patients achieve their weight loss goals through medical consultation, behavioural change, and prescription medication. With over 35,000 patients on our database, we help thousands of patients each year to lose weight, improve their lifestyle and health, and gain confidence.

We aim to provide a safe, effective and complete weight loss service across the whole of the UK, and we are looking to recruit the best candidates help us deliver our gold standard vision to our patients.

Why work for The Slimming Clinic?

Our teams support patients through their weight loss journey, and being part of such a positive, transformative change is incredibly rewarding. We are changing lives for the better and that satisfaction of achievement is shared between our patients and our medical teams.

We are a rapidly developing company, expanding and implementing exciting new plans.

We provide generous compensation, great benefits, in-depth training and a supportive company structure to ensure you are set up to succeed and enjoy every shift.

Job Role

We are expanding our team and seeking a dynamic and experienced Social Media and Community Manager to join us. This role is pivotal in driving our social media presence and managing our growing membership community.

Key Responsibilities:

Develop and implement comprehensive social media strategies to increase brand awareness, grow leads, and generate enquiries.

Create engaging, relevant, and high-quality content tailored to our audience across various social media platforms (Facebook, Twitter, Instagram, LinkedIn, etc.).

Manage and nurture our new membership community, ensuring members are engaged, valued, and actively participating in community activities.

Actively engage with our audience and members through comments, messages, and discussions, fostering a strong and positive community spirit.

Monitor, analyse, and report on social media and community engagement metrics, providing insights and recommendations for improvement.

Plan and execute social media campaigns, collaborating with other departments to align with overall marketing objectives.

Address and manage any social media crises or negative feedback professionally and effectively.

Work closely with the marketing team and other departments to ensure cohesive messaging and brand consistency.

Qualifications and Experience:

Bachelor's degree in Marketing, Communications, Public Relations, or a related field.

At least 3-5 years of experience in social media management, community management, or a related role.

Skills:

Strong understanding of social media platforms and their respective audiences

Excellent written and verbal communication skills.

Creative thinking and ability to generate innovative content ideas.

Proficiency in social media management tools (e.g., Hootsuite, Buffer, Sprout Social).

Ability to analyse data and derive actionable insights.
Strong organisational and multitasking skills.
Ability to work independently and as part of a team.
Proficiency in graphic design and video editing software is a plus.

Personal Characteristics:

Proactive and able to work on your own initiative.
Enjoy interacting with people and building relationships.
Able to adapt to changing priorities and environments.
Meticulous attention to detail in content creation and community management.

Benefits:

Salary: £26,800 per annum
A dynamic and supportive team.

Application Process:

To apply, please apply via submit your CV and a cover letter telling us why you want this position here: [Social Media and Community Manager - Ringwood - Indeed.com](#)

We are an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.