

Position: Social Media Manager

Location: Remote with travel to our facility in Southampton

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 your work.

Are you a **social media guru** with a flair for creativity and a passion for health and wellness? We're on the hunt for a Social Media Manager who can take our brand to new heights! If you have the vision to craft compelling content, the skills to engage and grow our online community, and the drive to make a real impact, this is the opportunity for you. Join us and be the voice of a brand that's changing lives!

The Role:

We are seeking a **highly creative and data-driven Social Media Manager** with a strong design background and a proven track record of growing online engagement. This role is pivotal in driving brand awareness, engaging with our audience, and positioning **The Slimming Clinic** as a leader in its field.

As the Social Media Manager, you will leverage your expertise in both strategy and content creation to develop compelling campaigns that resonate across platforms like Instagram, Facebook, TikTok, and LinkedIn. Reporting to the Chief Marketing Officer, you will play a critical role in collaborating with our marketing team to deliver a cohesive and visually engaging brand experience.

Key Responsibilities:

- **Strategy Development:**
Develop and implement innovative social media strategies that align with our marketing goals, enhancing engagement, driving leads, and increasing sales.
- **Creative Content Planning:**
Design and manage a content calendar featuring a mix of promotions, member success stories, and educational content, ensuring it reflects our brand values and vision.
- **Content Creation & Design:**
Collaborate with the marketing team to produce high-quality, visually appealing content, including graphics, videos, and interactive media tailored for each platform. Proficiency with design tools (e.g., Adobe Creative Suite, Canva) is essential.
- **Social Media Management:**
Oversee all social media channels, ensuring posts are timely, relevant, and aligned with brand messaging and tone.
- **Community Engagement:**
Build relationships with our online community by responding to comments, direct messages, and fostering meaningful interactions in a professional and supportive manner.
- **Trend Monitoring:**
Stay current on social media trends and platform updates, incorporating innovative ideas into campaigns to maintain relevance and audience interest.
- **Performance Analytics:**
Use analytics tools to track performance metrics, delivering detailed reports to the Chief Marketing Officer. Use data insights to optimize strategies and improve key metrics such as engagement, reach, and follower growth.

- **Integrated Campaigns:**

Work closely with the marketing team to create cohesive campaigns that support overall marketing objectives and ensure consistency across all customer touchpoints.

Requirements:

- At least **three years of experience managing social media platforms** for a brand or business.
- Background in the **health or wellness sector** is highly desirable.
- Demonstrated experience in **design and multimedia content creation**, with a strong eye for detail and aesthetics.
- Deep understanding of social media trends, algorithms, and best practices for building and engaging online communities.
- Proficiency with **social media management tools** (e.g., Hootsuite, Buffer) and **analytics platforms** (e.g., Google Analytics, platform-specific insights).
- Excellent communication skills and a talent for creating content that aligns with brand identity and speaks to target audiences.
- A balance of creative flair and data-driven decision-making, with the ability to pivot strategies based on performance insights.

This role is perfect for a creative professional who thrives in a fast-paced environment, loves storytelling through design, and understands the power of data in shaping impactful campaigns.

Benefits

Salary £28,000 per annum

Opportunity to work in a dynamic and innovative environment.

Professional development and growth opportunities

Application Process:

- To apply, please submit your CV and a cover letter telling us why you want this position.
- We are an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.
- Please note that you must be a UK taxpayer to be considered for this role.