

Job Description: Content Creator & Social Media Manager

Department: Marketing and Content Reports to: Content & Creative Lead (Anna Tarazevich)

Works closely with: Director of Marketing, CRM Marketing Lead, Copywriter & SEO Specialist, Practice Managers, Clinics, Practitioners, External Video Editor, External Paid Ad Agency

Employment basis: Full-time Location: Sydney (regular clinic travel required)

Role purpose

Own and grow Contour Clinics' organic social presence as both the creator and the on-camera talent. This role is the consistent, recognisable voice of the brand on social, responsible for originating, fronting, filming, editing and publishing content across the clinic network.

The Content Creator & Social Media Manager carries accountability for the performance of the channel rather than for the production of individual assets. The role works to the creative direction set by the Content & Creative Lead, and operates within Contour's content compliance framework at all times.

Core accountabilities

- **Instagram, Facebook, TikTok and YouTube channel ownership:** own these organic accounts end to end, including content mix, posting cadence, calendar and performance, within the agreed cadence model and brand direction.
- **On-camera presence:** act as the consistent on-camera voice of the brand across clinics, including presenting, explaining, interviewing practitioners and taking audiences behind the scenes.
- **Self-shot content production:** capture content independently on company-issued equipment, working phone-native and at the pace social platforms require.
- **Editing and packaging:** edit short-form content to a publishable standard, including hooks, captions, subtitles and on-screen copy, and package appropriately for each placement.

- **Practitioner and clinic engagement:** build working relationships across the network that make on-camera participation routine rather than negotiated each time.
- **Brand and compliance guardrails:** apply Contour's content rules to everything captured and produced, escalating edge cases early and never making compliance judgements independently.
- **Performance inputs:** contribute weekly snapshot inputs on what was posted, what performed and what to adjust, and apply learnings to future planning.

Key responsibilities

1) Channel ownership and content planning

- Own the organic social media content calendar, including themes, formats, priority topics and publishing schedule, within the agreed cadence model.
- Align the plan to marketing priorities, seasonal campaigns and rapid-response needs, in collaboration with the Content & Creative Lead and CRM Marketing Lead.
- Identify and respond to platform trends and formats at the speed the platform requires.
- Maintain a forward view of shoot requirements, clinic and practitioner availability, and approval lead times.
- Contribute original concepts and recurring formats suited to Contour's tone and premium positioning.

2) On-camera presence and brand representation

- Front content consistently so the audience builds familiarity with a single recognisable voice.
- Interview doctors, practitioners and team members and produce watchable, educational output from them.
- Represent the brand publicly in a manner consistent with a premium cosmetic medicine business.
- Coach and direct practitioners and team members appearing on camera to get usable material efficiently.

3) Content capture

- Plan and run capture days across clinic sites, coordinating timing, location permissions and practitioner availability with Practice Managers.

- Capture independently on company-issued equipment, including video, audio and stills as required.
- Work around patient care at all times, deferring to clinical staff without exception.
- Maintain company-issued equipment and report faults promptly.

4) Editing, packaging and publishing

- Edit own footage to a publishable standard, including pacing, audio, subtitles and visual polish.
- Write hooks, captions and on-screen copy, with support from the Copywriter & SEO Specialist where required.
- Submit all patient-facing content for compliance review prior to publication.
- Publish to schedule and manage comments and direct messages within the agreed response protocol, escalating anything clinical.
- Supply cutdowns and variations to the Content & Creative Lead and CRM Marketing Lead where content is repurposed to other channels.

5) Practitioner and clinic collaboration

- Work closely with Practice Managers and clinic teams to coordinate filming and on-site readiness.
- Build and maintain practitioner participation across the network, tracking who is willing and available.
- Ensure filming does not disrupt clinic flow, patient experience or clinical care.

6) Compliance, consent and privacy

- Operate within the clinical content capture protocol at all times.
- Secure written consent on the approved form before any capture involving an identifiable person, and log it the same day.
- Apply the in-frame prohibited list to every shot, including product packaging, patient information, other patients and outcome-implying material.
- Never capture any person under 18 in any circumstance.
- Escalate immediately and stop capture where anything is unclear, including any reference to an adverse event or complaint.
- Never make a compliance judgement independently. Escalation is expected and is never treated as a performance issue.

7) Asset library and equipment governance

- File and name all assets to the agreed convention in the approved storage location.
- Capture on company-issued equipment only. Personal devices are not used for clinic capture under any circumstances.
- Maintain version control and ensure the team and external partners are working from current approved assets.
- Transfer footage from device to approved storage on the day of capture.

8) Performance inputs and continuous improvement

- Monitor channel performance and report weekly on reach, engagement and what is driving movement.
- Contribute to weekly performance snapshot inputs: what shipped, what performed, what to adjust.
- Track content learnings by hook, format and topic, and apply them to future planning.
- Identify improvements to capture workflow and production efficiency over time.