



Part-Time Social Media Specialist (Dallas/Fort Worth)

About Timeless Health and Beauty Services

Timeless Health and Beauty is a MedSpa based in Flower Mound, Texas. We help people meet their beauty goals through health coaching, skin care recommendations, and injectables like Botox and dermal fillers. We are women-owned and operated and use an educational approach to our services, so our clients feel comfortable. Our business owner, Lisa Ragsdale, has been helping people stay beautiful, inside and out, for over 10 years.

Job Description

Timeless Health and Beauty is hiring a part-time social media specialist who is responsible for implementing our social media strategy & developing brand awareness.

This specialist will effectively manage and grow social communities across Instagram, Facebook, and TikTok platforms through insight, planning, development, and delivery of social content, as well as community engagement through these platforms.

Responsibilities include but are not limited to:

- Helping build our social media marketing strategy
- Planning social media posts on a monthly calendar and communicating content ideas and plans with Business Manager
- Running social media campaigns to drive engagement and leads
- Creating and posting content on all client social media channels, including video content
- Monitoring trends in social media, and suggesting and proposing ideas
- Delivering summarized analytics reports each month for all social network activity
- Occasionally helping promote events through development of social posts or flyers
- Submitting a timesheet monthly

Qualifications

- 1 - 3 years of social media marketing experience, experience with small businesses a plus
- Knowledge of and experience with SEO, social channels, content planning/management tools
- Ability to work within a small team and communicate effectively, especially when coordinating schedules for content creation (as needed to record TikToks, IG reels, etc.)
- Experience with the following tools: Facebook Manager, Later/Hootsuite, Canva or Adobe Creative Suite, Apptoto or other CRM
- Excellent creative writing and communication skills
- Self-motivated & proactive, able to take ideas and execute them without specific direction
- Bachelor's degree in marketing or similar field preferred but not required
- Experience within the Beauty and/or MedSpa Industry a big plus

Additional Information

The position is based in the Dallas/Fort Worth, Texas area. Most work can be done remotely, but candidate should be available to record content in person at the Flower Mound office. We are looking for a contract worker with an estimated 20 - 30 hours a month of work. Compensation will be \$15/hour.