

The Job Interview

MIA AESTHETICS

Miami, FL

Sergio Alvarez's cutting-edge Miami cosmetic surgery clinic is looking for a Social Media Manager who can help them build their brand through social media channels.

BUSINESS

Website: www.miaaesthetics.com

Size: 25 employees

Industry: Medical Service



ABOUT THE COMPANY:

- Mia Aesthetics is a new plastic surgery clinic founded to provide high-end cosmetic surgery at affordable prices. It's already a favorite of celebrities and a destination clinic for Miami medical vacations.

JOB POSITION: Social Media Manager

Job Level: Entry-level

Salary Range: \$30K to \$33K

Tentative Start Date: August 2017

RESPONSIBILITIES:

- The Social Media Manager is responsible for building and maintaining the social media presence of Mia Aesthetics. They are expected to come up with creative ways to feature the clinic's offerings in photos and videos while driving audience engagement and brand awareness.
- This role requires confident social skills as the voice of the clinic and the liaison to the public. They must represent the clinic professionally and also be able to empathetically interact with patients undergoing procedures.

INTERVIEWERS



OWNER/MEDICAL DIRECTOR: Sergio Alvarez, MD

- This practice is the realization of Sergio's dream of starting a business with his brother Christian.
- As a cosmetic surgeon, Sergio is fittingly focused on presentation. It's important to him that employees represent Mia Aesthetics professionally from their demeanor to their dress – and in Dr. Alvarez's book, that means no Birkenstocks!
- While Dr. Alvarez is a very welcoming interviewer, primarily concerned with ensuring that a candidate will be pleasant to work with and fit into their office environment, he does enjoy challenging interviewees to create an Instagram-able social media post on the spot.



OWNER/COO: Christian Alvarez

- Christian brings a background in law and accounting to his brother's firm, handling the business side, allowing Sergio to focus on surgery – and playing good music.
- While Sergio is warm and playful, Christian is much more structured. He knows what questions he wants to ask and what answers he wants to hear.
- It's up to Christian to ask the hard-hitting questions that determine a candidate's skill set and ability.

Producer's note: The Social Media Manager is not required to have any medical experience. Mia Aesthetics obtains signed releases from all patients featured in their social media.