



Part-Time Social Media Manager

High Desert Veterinary is hiring a part-time Social Media Manager to tell the story of an independent Bend clinic, one wagging tail at a time.

Title	Social Media Manager (part-time, contract)
Type	Independent contractor
Hours	About 15 hours per month to start, flexible
Location	Hybrid: remote, plus 3–4 visits a month to the clinic (60885 SE 27th St, Bend) for photos and video
Reports to	Katie Post, Co-Owner & Pawsitive Outreach Director
Pay	\$25-40/hour, depending on experience
Start	November 16, 2026

About us

High Desert Veterinary has cared for Central Oregon's dogs and cats since 1986. We're independently owned, led by Dr. Brent Post, and proudly not a corporate chain. Our clients see the same faces year after year, and we like it that way.

Our philosophy is harmonious health for pets, people, and planet. Our tagline says it simply: *Healthy pets. Happier lives. A better world.*

We work by four values:

- Communicate to Empower: honest, clear, compassionate conversations about every option

- Lead with Compassion: for patients, clients, and each other
- Go the Extra Mile: because good enough isn't, when it's someone's best friend
- Rooted in Community: a Bend neighbor first, a business second

What makes us different, and what you'll help us show every day:

1. We invest time and attention in building lasting relationships with clients and their pets.
2. We communicate to educate and empower our clients to make their best decisions, offering compassion and directness that includes open discussion of treatment options.
3. We deliver exceptional service on behalf of our patients' best interests.

Our voice sounds like your favorite neighbor who happens to be a vet: warm, plain-spoken, a little funny, and never stiff.

The role

You'll be the storyteller behind our social channels, turning everyday clinic moments into posts that make Bend pet owners feel like they already know us. Think puppy first-visits, senior dog success stories, a quick tip from Dr. Post before a Smith Rock hike.

You'll be talking to two kinds of neighbors. First, established households, often empty nesters with more than one pet, who value a long relationship with their vet. Second, people new to Bend who are looking for a clinic to call their own.

In your first six months, success looks like this:

- One video a week (story/reel), plus a steady Instagram and Facebook rhythm planned a month ahead
- Social presence that converts to help us reach 300 new clients annually
- A steady stream of Google reviews, toward our goal of 10 a week
- A recognizable HDV voice: local, warm, funny, and unmistakably independent

What you'll do

Plan and create content

- Build and maintain a monthly content calendar tied to seasons, pet health awareness days, and clinic priorities
- Come to the clinic 3–4 times a month (or as needed) to capture photos and short-form video, with pet-owner consent
- Write captions in the HDV voice: friendly, informative, a touch of humor, no clinical jargon
- Adapt newsletter articles and blog posts into bite-sized social content
- Establish a weekly series that features industry knowledge from our technicians and vets

Tell these stories

- Joint health: Dr. Jon Enyart's acupuncture and cold laser therapy, CCL surgery, and Standard Process supplements
- Dental health: Key messaging related to staying on top of dental cleanings, this critical preventative care practice
- Share stories related to other friendly businesses: groomers, trainers, rescues, and Central Oregon pet brands
- The three things that set us apart, in everyday moments at the clinic
- Develop new, creative ways to build buzz and brand awareness

Manage the community

- Respond to comments and messages within one business day, routing medical or appointment questions to the front desk
- Engage with local Bend accounts, businesses, and pet groups to create collaborative partnerships with affinity businesses
- Flag reviews and mentions that need a response from the team

Support clinic goals

- Promote wellness packages, seasonal reminders, and community events
- Spotlight our team and celebrate patient milestones
- Help grow awareness and giving for Charlie's Fund

Measure and improve

- Track monthly performance: reach, engagement, follower growth, and inquiries
- Track new clients who book through social each month, using promo codes, a dedicated booking link, and the "How did you hear about us?" answers from intake
- Share a short monthly report with Katie and recommend what to try next
- Keep a simple shared photo and video library organized

What you bring

Must-haves

- 2+ years managing social media for a business or organization, with a portfolio to show

- A strong writing voice that can be warm, clear, and genuinely funny
- Confidence shooting and editing photos and short video on a phone
- Working knowledge of Instagram, Facebook, and a scheduling tool such as Meta Business Suite or Later
- Comfort around animals of all sizes and moods
- Good judgment with sensitive moments, privacy, and client consent
- Reliability working independently with light check-ins and bi-weekly meetings

Nice-to-haves

- Experience in veterinary, healthcare, or local small business marketing
- Canva skills and an eye for clean design
- Familiarity with TikTok, Google Business Profile, or email newsletters
- Deep Central Oregon roots and a camera roll full of trail dogs

How to apply

Email katie@highdesertvet.com with the subject line "Social Media Manager" and include:

1. Your resume
2. Links to 2–3 social accounts or campaigns you've managed
3. A sample caption introducing yourself as if you were a new patient at HDV (have fun with it)

We review applications on a rolling basis. High Desert Veterinary is an equal opportunity employer and welcomes applicants of all backgrounds.