THE IMPLANT ENGINE

WE'RE HIRING

Social Media Content Creator & Strategist

Founder-Led Content | Organic Growth • Portland, Oregon • In-Person / Local • Full-Time

ABOUT TIE

About The Implant Engine

The Implant Engine is a leading full-arch dental implant marketing company helping practices grow through patient acquisition, marketing strategy, and performance-driven systems.

In under three years, we've grown from 0 to 170+ partner practices, 85+ team members, and $250M+ in full-arch revenue generated for our clients.

170+	85+	$250M+
Partner practices	Team members	Full-arch revenue generated

We're building the next stage of TIE's growth and are looking for a creator who can help turn the expertise, personality, and perspective behind the company into content people actually want to watch.

THE OPPORTUNITY

The Role

We're looking for a social-media-native creator to work directly with our founder (Chelsea Morrisey), and marketing team to build a high-performing, founder-led organic social content engine.

You'll treat her personal brand as an extension of TIE's broader content strategy, identifying opportunities throughout her day and turning conversations, opinions, insights, and experiences into compelling social content.

This is a strategy + creation hybrid role. You'll own the process from idea to execution, including ideation, filming, editing, publishing, and optimization.

> Idea → Capture → Edit → Package → Publish → Analyze → Iterate

You'll also collaborate with our marketing and performance teams to identify what resonates, turn learnings into new concepts, and develop organic content with potential to inform paid creative.

WHAT THE DAY-TO-DAY LOOKS LIKE

You may start the day filming a planned piece, sit in on a marketing meeting, hear an interesting perspective from the CEO, turn it into three hooks, capture a spontaneous moment, edit two Reels, publish one, and review yesterday's retention data before deciding what to create next.

The work is highly collaborative, fast-moving, and intentionally hands-on.

THE WORK

What You'll Do

01 Founder-Led Content Strategy

- Work directly with the CEO to build and evolve her founder-led social presence.
- Identify stories, opinions, expertise, conversations, and everyday moments that can become content.
- Develop recurring content pillars, series, and formats that strengthen authority, personality, and audience connection.
- Build a repeatable content strategy rather than relying on one-off ideas.
- Align organic content with broader TIE brand and marketing objectives.

02 Ideation & Creative Direction

- Generate a consistent pipeline of hooks, concepts, formats, scripts, talking points, and creative angles.
- Turn one conversation or insight into multiple content opportunities.
- Identify trends and social mechanics and adapt them to TIE's audience.
- Develop content designed to drive stops, watches, shares, saves, comments, and follows.
- Direct the CEO on-camera while maintaining an authentic, natural delivery.

03 Capture & Production

- Proactively capture planned and spontaneous content throughout the CEO's day.
- Film short-form content using a smartphone and/or camera.
- Own the process from raw footage to publish-ready content.
- Edit short-form video for Instagram, TikTok, YouTube Shorts, and relevant platforms.
- Handle pacing, hooks, cuts, captions, graphics, sound, covers, and other visual elements.
- Repurpose long-form conversations and existing footage into multiple short-form assets.

04 Publishing & Optimization

- Manage content from idea → capture → edit → publish.
- Maintain a consistent publishing cadence and organized content pipeline.
- Adapt content to each platform rather than simply cross-posting.
- Write or support captions, CTAs, and supporting copy.
- Monitor content performance and continuously improve formats, hooks, and creative execution.

05 Content Intelligence & Growth

- Analyze retention, watch time, engagement, shares, saves, reach, follows, and audience growth.
- Identify what worked, why it worked, and what should be created next.
- Turn performance data into new content hypotheses and creative iterations.
- Identify high-performing concepts that can become recurring series or content pillars.
- Collaborate with Performance Marketing / Ad Strategy to identify organic concepts that can inform paid creative.
- Build a reusable library of content ideas, formats, hooks, and learnings.

THE FIT

Required Experience

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- Proven track record of growing social media accounts on Instagram, TikTok, YouTube, or similar platforms.
- Demonstrated ability to grow reach, engagement, followers, and/or audience through organic content.
- Strong portfolio showing high-performing short-form content and clear results.
- Strong understanding of hooks, storytelling, retention, trends, and platform mechanics.
- Ability to independently ideate, film, edit, package, and publish content.
- Experience working directly with founders, CEOs, executives, or personal brands.
- Based in Oregon with the ability to work with our CEO in person.

Strongly Preferred

- Experience growing a founder/executive personal brand.
- Experience in healthcare, dental, wellness, marketing, or direct response.
- Experience translating organic content into paid creative.
- Strong copywriting and creative strategy skills.
- Proficiency with CapCut, Premiere, Final Cut Pro, or similar.

THE UPSIDE

Why Join TIE?

01 Grow with a fast-growing company.
TIE doubled from $3.3M to $6.6M in the last year, creating new opportunities as we scale.

02 Make a real impact.
We've generated $250M+ for our clients, helping practices grow and more patients get their smiles back.

03 Work with people you actually like.
We're collaborative, supportive and low-drama, with exceptionally low turnover.

04 Get really good at what you do.
Get ongoing coaching, training, premium tools and AI resources to sharpen your skills.

05 Become a niche expert.
Work exclusively in dental implant marketing across 170+ practices nationwide.

06 Work with real data.
Our proprietary TIE Tools platform gives you visibility into leads, appointments and revenue.

07 Be AI-first.
Use AI across creative, reporting and workflows while learning how modern marketing teams operate.

08 See your results.
Track the metrics that matter: appointments, cost per patient and revenue.

09 Learn the full growth engine.
Gain exposure to paid media, creative, sales, call center, websites, SEO and more.

10 Grow with the company.
Clear roles, scorecards and expectations show you what great looks like and how to level up.