

Job Description

POSITION:	Patient Engagement and Marketing Assistant
DEPARTMENT:	Medical Laser Services, LLC dba (CEC)
SUPERVISOR:	Marketing Manager
JOB TITLES SUPERVISED:	None
FLSA STATUS:	Non-Exempt

The Patient Engagement and Marketing Assistant plays a key role in supporting the marketing team by capturing high-quality visual content and ensuring the organization's online presence is accurate, engaging, and aligned with brand standards. This is an on-site position focused on photography, videography, social media support, and organizing marketing assets, while also assisting with patient engagement, event coordination, influencer visits, and in-office promotional materials. The role enhances brand visibility, strengthens patient relationships, and supports the overall growth of the practice.

Responsibilities include and are not limited to:

Photography & Videography

- Capture high-quality photos and videos of treatments, staff, products, events, and patient experiences.
- Edit and organize visual assets for use across social media, website, and promotional materials.
- Assist with video production tasks such as scripting, filming, and uploading to relevant platforms.
- Organize and upload before-and-after photos on consultation platforms and the website.

Social Media & Online Presence

- Gather, create, and provide visual content for social media campaigns.
- Assist with posting, engagement, and content organization across platforms including Instagram, Facebook, Google My Business, Podium, and Canva.
- Respond to messages on social platforms and assist with scheduling appointments.
- Monitor and respond to Google reviews professionally.
- Stay current with industry trends, social media best practices, and competitor activity.
- Support influencer coordination, including scheduling visits, capturing content during appointments, and assisting with posting needs.

Patient Engagement Support

- Conduct outbound calls, texts, and emails to schedule appointments and follow up on visits.
- Reconnect with inactive patients and follow up on leads to encourage engagement.

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- Educate patients on treatments, specials, and promotions to improve satisfaction and adherence.
- Promote weekly/monthly product and treatment specials.
- Ensure HIPAA compliance in all communications.

Event Support

- Assist in planning and coordinating logistics for events such as open houses, online events, and promotional activities.
- Coordinate setup, breakdown, and staff assignments during events.
- Capture event content for marketing use.

In-Office Marketing Materials

- Assist with creation, printing, and distribution of in-office marketing materials including posters, signage, promotional displays, and informational handouts.
- Support mailing and postage needs for marketing campaigns.
- Maintain organized archives of all printed and digital materials.

Administrative & Reporting

- Assist in tracking marketing expenses and invoices.
 - Maintain accurate documentation of patient interactions and engagement activities.
 - Support organization of marketing assets using Google Sheets and other digital tools.
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QUALIFICATIONS AND SKILLS

- Proficiency in photography and videography required.
- Excellent customer service and communication skills.
- Strong organizational skills and attention to detail.
- Ability to work independently and collaboratively in a fast-paced environment.
- Strong computer skills and sound judgment.
- Motivated to learn about products and treatments to educate patients.
- Creative mindset with initiative to capture compelling content.
- Experience with Instagram, Facebook, Podium, Canva, Google My Business, and Google Sheets preferred.
- Some sales and marketing experience is a plus.

EDUCATION

High School Diploma

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LICENSES / CERTIFICATIONS

None

PHYSICAL DEMANDS (in a usual workday)

Sit	Total hours/day	5.0	Hours at one time	1.0
Stand	Total hours/day	2.0	Hours at one time	1.0
Walk	Total hours/day	1.0	Hours at one time	.25

Approximate percentages of time tasks are performed in carrying out the essential functions of this position:

10%	of time bending/stooping
5%	of time squatting
0%	of time crawling
0%	of time climbing
5%	of time reaching above shoulder level
0%	of time kneeling
50%	of time hand/fingers used for repetitive motion
0%	of time feet used for repetitive movements
0%	of time hands/fingers used for fine manipulation
5%	of time hands/fingers used for simple grasping
5%	of time hands/fingers used for pushing/pulling
0%	of time hands/fingers used for firm grasping
0%	of time head/neck in rotational movements
10%	of time head/neck in static position
0%	of time head/neck in extension movements
0%	of time head/neck in flexing movements

Pounds employee is required to carry	10 lbs.
Usual distance carried	20 ft.
Pounds employee is required to lift	5 lbs.

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PSYCHOLOGICAL DEMANDS (in a usual workday)

Must possess excellent communication and interpersonal skills as this position will be interacting with patients, co-workers, management, and physicians on a daily basis via phone or in person. Must be able to work with minimal supervision regarding time management and have the ability to consistently make sound, ethical decisions.

This is not necessarily an exhaustive list of responsibilities, skills, duties, requirements, efforts, or working conditions associated with the job. While this job description is intended to be an accurate reflection of the current job, the practice reserves the right to revise the functions and duties of the job or to require that additional or different tasks be performed when circumstances dictate (such as emergencies, changes in personnel, work load, rush jobs, or technological developments).

I have carefully read and understand the contents of this job description. I understand the responsibilities, requirements, and duties expected of me. I also understand that this job description does not constitute a contract of employment nor alter my status as an at-will employee. I have the right to terminate my employment at any time and for any reason, and the practice has a similar right.

Submitted by: _____
Name of Manager/Title Date

Employee Name Date

Employee Signature Date