

## Job Description

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

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The **Marketing Content Creator** 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 a **fully on-site position** focused on photography, videography, social media support, and organizing marketing assets, while also assisting with event coordination, influencer visits, and in-office promotional materials. The role enhances brand visibility and supports the overall growth of the practice.

### RESPONSIBILITIES

#### Photography & Videography

- Capture high-quality photos and videos using a professional camera and videography equipment, including treatments, staff, products, events, and patient experiences.
- Edit and organize visual assets for use across social media, websites, and promotional materials.
- Assist with video production tasks such as scripting, filming, and uploading content.
- Manage before-and-after photo organization and upload to consultation platforms and the website.
- Use creative tools to produce polished, brand-aligned content.

#### Social Media & Online Presence

- Create and gather visual content that supports social media campaigns and brand storytelling.
- Assist with content organization across Instagram, Facebook, TikTok, YouTube, and Google Business Profile.
- Stay current with industry trends, social media best practices, and competitor activity.
- Support influencer appointments by capturing content and coordinating creative needs.

#### Event Support

- Assist with planning and coordinating logistics for open houses, online events, and promotional activities.
- Support event setup and breakdown.
- Capture event content for marketing use.

#### In-Office Marketing Materials

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**SUPERVISOR:** Marketing Manager  
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- Assist with the creation, printing, and distribution of in-office marketing materials including posters, signage, promotional displays, and informational handouts.

### QUALIFICATIONS & SKILLS

- Proficiency in photography and videography required.
- Strong creative instincts and initiative to capture compelling, brand-aligned content.
- Excellent organizational skills and attention to detail.
- Ability to work independently and collaboratively in a fast-paced environment.
- Strong computer skills and sound judgment.
- Willingness to learn about products and treatments to support patient education.
- Experience with **Adobe Creative Suite, Canva, CapCut, or similar platforms.**

### 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

