

Content & Marketing Coordinator

Encinitas, CA

Overview

At SOM Aesthetics, we blend science and artistry to deliver luxury cosmetic dermatology. We're looking for a **Content & Marketing Coordinator** to bring our brand to life through patient photography, social media, and in-clinic marketing. This is a creative, patient-facing role with opportunities to grow into marketing leadership as our company expands.

What You'll Do

Content Creation & Photography

- Capture high-quality photo and video content in clinic, including treatments, staff, and lifestyle.
- Operate VISIA and Vectra imaging systems for standardized before-and-after photography.
- Edit and maintain an organized before-and-after gallery for marketing and patient use.

Marketing & Content Distribution

- Plan, schedule, and publish content across all channels: social media (Instagram, TikTok, etc.), email newsletters, and in-office TV displays.
- Monitor engagement, respond to DMs/comments, and track performance analytics.
- Support ad campaigns, promotions, and vendor/brand partnerships.
- Provide assistance with leads and front desk coverage as needed.

What We're Looking For

- 2+ years of experience in marketing, social media, or digital content (aesthetics/beauty/healthcare preferred).
- Skilled in photography, video editing, and tools such as Canva or Adobe Creative Suite.
- Strong understanding of Instagram, TikTok, and social trends.
- Excellent communication and organizational skills.
- Polished, professional presence with an eye for detail and luxury branding.

Schedule & Location

- Full-time, in-person in Encinitas, CA
- Hours: Monday–Friday, 10am–6pm

Compensation & Benefits

- \$55,000 to \$65,000 annually, depending on experience and qualifications
- Full-time, in-office role with growth opportunities.
- Access to SOM staff perks program, including aesthetic treatments, skincare discounts, and team outings.
- 401(k) with employer match, available after a 90-day probationary period

Additional Information

SOM Aesthetics is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all team members. We do not discriminate based on race, religion, color, national origin, gender identity, sexual orientation, age, disability, or any other legally protected status.

Only candidates who meet the qualifications for this role will be contacted for next steps.

APPLY HERE: <https://form.typeform.com/to/QvOqbVVJ>