

Company:	Kalon Aesthetics - The Center for Cosmetic Surgery
Position Title:	CCS Brand Manager
Reports To:	Director of Brand Marketing
Department:	Marketing
Location:	Golden, CO
FSLA Status:	Exempt

CCS Brand Manager

Company Overview

Kalon Aesthetics is a healthcare management service organization focused on providing world-class management and support services to the various aesthetic surgery and med spa practices within its broader network, which operates under several different brand names. The company is headquartered in the Cherry Creek neighborhood in Denver, Colorado. With approximately 375 providers and employees nationwide, the company is entering a new growth phase through acquisition and de novo opportunities. Amid this growth, the company seeks an experienced and creative Brand Manager to lead and execute marketing strategies that elevate The Center for Cosmetic Surgery (CCS) brand within the competitive aesthetics industry. This role is pivotal in ensuring brand alignment, driving growth, and maintaining CCS's reputation as a leader in plastic surgery and aesthetics. CCS is one of the nation's premier plastic surgery practices, offering cutting-edge surgical and nonsurgical procedures focusing on excellence, innovation, and patient-centered care.

Job Overview

As the Brand Manager for The Center for Cosmetic Surgery (CCS), Rejuvenate MedSpa, and SkinCeuticals SkinLab Denver, you will lead the strategic growth and operational success of our Colorado aesthetic brands. This role blends strategy, creativity, and execution to drive measurable growth, elevate brand presence, and ensure a consistent, patient-centered experience across surgical and medspa services.

Duties and Responsibilities Include:

Brand Leadership

- Serve as the strategic lead for CCS, Rejuvenate MedSpa, and SkinLab Denver, ensuring alignment with business goals and patient expectations.
- Oversee marketing campaigns, creative development, and storytelling across digital, social, and traditional channels.
- Champion a unified brand identity while highlighting each location's unique value and specialties.

Strategic Marketing

- Develop and execute integrated marketing plans that drive lead generation, consultation growth, and patient retention.
- Lead initiatives to strengthen awareness of surgical, medspa, and skincare offerings.
- Collaborate with cross-functional teams and agencies to execute campaigns and optimize performance.

Performance and Insights

- Track KPIs, patient trends, and campaign results to guide strategy and spending.
- Manage budgets, ensuring efficiency and ROI while maintaining brand excellence.

Team and Partner Management

- Mentor and support marketing team members to execute flawlessly and grow professionally.
- Manage external vendors and creative agencies, ensuring timely, high-quality deliverables.

Innovation and Growth

- Identify new opportunities for brand differentiation and market expansion.
- Leverage patient insights and data to inform service development and marketing innovation.

Essential Traits for Success in this position:

- Ability to collaborate with employees at all levels, build consensus across various stakeholders, and engender the respect of executives and doctors.
- Exceptional relationship-building abilities and a positive, customer service-oriented attitude.
- Eager to explore new ideas and challenge the status quo to drive growth.
- High degree of initiative, urgency, and follow-through while maintaining strict attention to detail.
- Excellent multi-tasker who works well in a fast-paced environment with shifting priorities and deadlines.
- Experience with multi-state organizations and collaborating within a nationwide group with a diverse set of stakeholders.
- Ability to take divergent plans and migrate the business to a common solution.
- Exceptional storytelling and presentation skills, with the ability to distill complex information into clear, actionable insights.
- Strong written and verbal communication skills involving interaction with colleagues and executives.
- Skilled at resolving conflicts, mediating disputes, and fostering a collaborative and inclusive work environment.
- Experience managing external vendors and agencies.

Minimum Qualifications:

- Bachelor's degree
- Excellent communication skills, both verbal and written, with a professional and empathetic demeanor.
- Strong organizational skills with the ability to multitask, prioritize tasks, and manage time effectively in a fast-paced environment.
- Proficiency in computer applications, including Canva, Microsoft Office Suite, Salesforce, Nextech, Google Analytics, Google Ads, WordPress, and CRM software.
- Expertise in medical terminology, insurance verification, and HIPAA regulations.
- Compassionate and patient-focused attitude, with a genuine desire to help others and provide exceptional service.

This position is hybrid, with some time each week in the office expected. Some travel is required. This position is not eligible for relocation assistance.

Compensation:

The anticipated range for this position is \$100,000 to \$120,000 per year. Actual pay may vary based on experience, performance, and qualifications.

Note: All duties and requirements stated above are essential job functions. This job description in no way states or implies that these are the only duties to be performed by the staff occupying this position. Staff members may be required to perform other job-related duties as instructed by their supervisor.

I have thoroughly reviewed and understand the responsibilities and expectations of this job description.

Employee Signature: _____ Date: _____