



About Lateam Partners

Lateam Partners is a premier recruitment agency specializing in hiring top **English-speaking** talent in **Latin America** for U.S.-based companies. We connect skilled professionals with dynamic opportunities, offering competitive salaries, career growth, and the chance to work with leading international businesses.

By joining Lateam Partners, you gain access to **exciting remote roles, a supportive work culture, and ongoing professional development**. We pride ourselves on matching top-tier talent with high-quality employers, ensuring a rewarding experience for both candidates and clients.

If you're looking to advance your career with **a stable, well-paid, and growth-oriented opportunity**, apply today and become part of our thriving network!

www.lateampartners.com

Job Title

Digital Content Specialist

Location

Remote

Client

Undisclosed

Job Summary

We are seeking a highly motivated and innovative Digital Content Specialist to own and elevate our content strategy across all digital channels. This is an evolution of a traditional copywriter role, designed for a proactive individual who wants to do more than just write. We need a strategist who can build data-driven content from the ground up, blending exceptional writing

with a deep understanding of what drives engagement and conversion. The ideal candidate is a self-starter who will not only manage our digital marketing campaigns but will also act as the central brand guardian for all written communications company-wide, ensuring a consistent and effective voice in every message we send.

Responsibilities

- Move beyond following instructions to proactively conceptualize, develop, and execute end-to-end strategic content campaigns across multiple channels (email, social media, blog, newsletters, etc.).
- Write clear, persuasive, and high-quality content for all digital platforms, including marketing emails, social media newsletters, blog posts, website content, and more.
- Collaborate directly with the graphics team to provide clear direction on the visual elements (images, GIFs, layout) needed to create visually stunning and highly engaging digital content.
- Own content performance analytics. Establish benchmarks and continuously test to improve key metrics such as email open/click rates, blog engagement, CTA performance, and more.
- Serve as the primary owner of our brand's image across all written communications. Partner with internal teams to understand their project needs and develop tailored, on-brand content for them.
- Take the initiative to audit, revise, and overhaul all existing content—including email templates, blog articles, and website copy—to ensure they align with modern best practices and our brand standards.
- Stay current with the latest trends, technologies, and best practices in digital marketing and content creation. Intelligently leverage tools (including AI) to increase efficiency and creativity, without sacrificing originality or quality.
- Manage the editorial and content calendar for all digital marketing initiatives with a high degree of autonomy, organization, and meticulous attention to detail

Qualification

- Exceptional, idiomatic command of American English, with a portfolio demonstrating the ability to write compelling content specifically for a U.S. audience.
- Proven experience in a digital content, content marketing, or strategic copywriting role.
- A strong portfolio showcasing exceptional writing skills across various digital formats (email, blog posts, etc.).
- Demonstrated ability to analyze content performance data and use metrics to drive strategy and optimizations.
- Hands-on experience with A/B testing and other optimization techniques.
- Proficiency with at least one major email marketing platform (e.g., Mailchimp, HubSpot, Zoho Campaigns).
- Excellent project management skills, highly organized, and with a proven ability to work independently and take initiative.

Apply to this position

<https://forms.monday.com/forms/6f43e441a98a43154090ba9322b9091d?r=use1>