



## 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](http://www.lateampartners.com)

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### Job Title

Brand Manager

### Location

Remote

### Client

Undisclosed

### Job Summary

We are seeking a Marketing Brand Manager to lead and execute marketing initiatives across two dynamic brands. This role is ideal for a strategic and creative professional who can balance brand positioning, campaign execution, and cross-functional collaboration to drive awareness, engagement, and growth.

## **Responsibilities**

- Develop and execute marketing strategies and campaigns for two distinct brands, ensuring alignment with business goals and brand positioning.
- Manage brand calendars, promotions, product launches, and events across digital and traditional channels.
- Oversee the creation of brand assets, working closely with design, content, and external agencies.
- Monitor campaign performance, track KPIs, and provide actionable insights to improve ROI.
- Ensure brand consistency across all communication channels and customer touchpoints.
- Partner with sales, product, and customer experience teams to align on go-to-market strategies.
- Conduct market research and competitor analysis to identify trends and growth opportunities.
- Manage budgets and timelines, ensuring efficient allocation of resources across both brands.

## **Qualification**

- Bachelor's degree in Marketing, Communications, or related field.
- 4+ years of experience in brand management or marketing roles, preferably managing multiple brands or product lines.
- Strong understanding of digital marketing, social media, and content strategy.
- Excellent project management skills with the ability to manage multiple priorities.
- Strong analytical skills to evaluate performance metrics and optimize campaigns.
- Creative thinker with exceptional communication and interpersonal skills.
- Experience collaborating with cross-functional teams and external agencies

## **Apply to this position**

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