



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 Marketing Coordinator

Location

Remote

Client

Undisclosed

Job Summary

This role is fully remote and ideal for someone who thrives in a flexible, high-impact environment. You will be responsible for the website, content strategy, social media, campaigns, and analytics to attract and convert ideal patients and followers.

Responsibilities

- Oversee and maintain the website: content updates, SEO optimization, performance monitoring, and technical improvements.
- Plan, create, and publish content across social platforms (Instagram, Facebook, LinkedIn, etc.) aligned with Dr. Ramos's voice and areas of expertise.
- Develop and execute digital campaigns (organic and paid) to drive awareness, lead generation, and patient acquisition.
- Monitor and analyze metrics (traffic, engagement, conversion) and present regular performance reports with insights and recommendations.
- Ensure consistent brand messaging, visual identity, and quality across all platforms.
- Support email marketing (newsletters, drip campaigns) and lead nurturing strategies.
- Stay current on digital marketing, wellness/health trends, and compliance (health claims, HIPAA, data privacy) relevant to medical & wellness fields.
- Collaborate with any external partners (designers, copywriters, ad agencies) and manage workflows.

Qualifications

- 3+ years experience in digital marketing, preferably in health, wellness, medical, or related fields.
- Strong skills in content creation, social media management, SEO, paid ads (Facebook, Instagram, Google), email marketing.
- Experience managing websites (WordPress, Squarespace, or CMS) and optimizing for SEO, speed, UX.
- Familiarity with analytics tools (Google Analytics, social insights, etc.) and ability to interpret data.
- Excellent writing and editing skills in Spanish and English
- Organized, self-motivated, able to work independently and handle multiple tasks.
- Understanding of marketing compliance in health fields is a plus.

Apply to this position

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