



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

Head Loyalty and Community

Location

Remote

Client

Undisclosed

Job Summary

We are seeking a strategic, experienced leader to design, build, and lead our Loyalty and Community ecosystem. This role will play a central part in strengthening long-term customer engagement, reducing churn, and fostering a vibrant community aligned with the mission and values of Opción Yo. The Head Loyalty and Community will define and execute loyalty and engagement strategies that enhance the customer journey, blend automation with human connection, and establish Opción Yo as a reference in well-being continuity services.

Responsibilities

- Design & Implement Loyalty Initiatives: Create and execute customer loyalty programs that accompany users throughout their well-being journey.
- Build & Sustain Community Engagement: Develop and grow a community that promotes belonging, continuity, and active participation, enhancing the overall Opción Yo experience.
- Integrate Engagement Across Channels: Ensure engagement initiatives are seamlessly integrated with existing services and customer touchpoints.
- Develop Retention Strategies: Implement strategies that increase retention, strengthen long-term relationships, and reduce churn.
- Continuous Improvement: Identify opportunities to optimize loyalty efforts and improve retention metrics, using data and feedback to iterate on programs.

Qualifications

- +6 years of experience in loyalty, engagement, customer experience, or community management.
- Proven track record designing and leading successful customer engagement and retention strategies.
- Experience building or managing online communities, memberships, or subscription-based engagement models.
- Deep understanding of retention and engagement metrics including churn, CLV (Customer Lifetime Value), and community health indicators.
- Fluent in Spanish and English, with excellent written and verbal communication skills.

Apply to this position

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