



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

Brand Coordinator

Location

Remote

Client

Undisclosed

Job Summary

We are looking for a dynamic, hands-on Brand Manager to lead brand marketing, trade activation, and commercial execution across multiple Caribbean markets.

This role is ideal for someone who combines strategic thinking with strong field execution. You will work closely with distributors, sales teams, and global brand owners to drive short-term commercial results while building long-term brand equity.

Responsibilities

- Develop and execute annual marketing and activation plans across on-trade and off-trade channels
- Partner closely with Caribbean distributors to ensure strong brand visibility and execution at point of sale
- Support sales teams with marketing tools, promotional materials, and trade initiatives
- Lead brand activations, tastings, events, and trade marketing campaigns in key markets
- Manage budgets and report to global brand owners on plans, KPIs, and performance results
- Identify new growth opportunities and ensure brand consistency across all markets

Qualifications

- 3–5 years of experience in wines, spirits, or FMCG marketing
- Proven experience working with Caribbean distributors and trade partners
- Strong commercial mindset with excellent execution skills
- Excellent communication and stakeholder management abilities
- Fluent in English and Spanish
- Willingness to travel frequently across Caribbean markets

Apply to this position

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