



## 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)

---

### Job Title

Marketing Operations Coordinator

### Location

Remote

### Client

Undisclosed

### Job Summary

CLIENT f is seeking a detail-oriented Junior Marketing Operations Coordinator to support the execution and coordination of marketing initiatives across corporate and franchise locations. This offshore role serves as a key operational support function within Shared Services, ensuring marketing campaigns and initiatives move efficiently from submission through execution. The coordinator will manage intake workflows, task assignments, campaign tracking, and administrative marketing operations using project management platforms — primarily Asana.

## **Responsibilities**

### Marketing Intake & Workflow Coordination

- Manage marketing brief submissions and request intake within Asana
- Review requests for completeness and assign work to appropriate stakeholders
- Maintain visibility into campaign timelines, ownership, and deliverables
- Monitor active initiatives and follow up on outstanding or overdue tasks

### Campaign & Project Coordination

- Support execution of marketing campaigns and promotions across 30+ locations
- Maintain campaign trackers, timelines, and task dependencies
- Assist with launch readiness by confirming completion of required deliverables
- Support cross-functional coordination between Marketing, Operations, and Field Teams

### Marketing Operations Support

- Update and maintain Google Business Listings and location information (Tripadvisor / Yelp)
- Coordinate ordering and tracking of marketing materials and promotional assets
- Maintain shared marketing asset libraries and documentation
- Support franchise and location-level marketing requests

### Process & Systems Administration

- Maintain standardized workflows, templates, and automation within Asana
- Support ongoing improvements to marketing ticketing and intake processes
- Ensure campaigns and initiatives follow established operational procedures
- Assist in maintaining promotion calendars and campaign documentation

### Key Performance Indicators

Performance in this role will be measured by execution consistency, workflow accuracy, and operational reliability:

- 100% of marketing campaigns and initiatives tracked within Asana
- Marketing requests reviewed and assigned within established timelines
- ≥90% on-time completion of assigned coordination tasks
- Accurate maintenance of campaign timelines, promotion calendars, and documentation
- Consistent use of standardized workflows and automated processes
- Timely support of franchise promotion visibility and campaign readiness
- Reliable communication and task updates during U.S. working hour overlap

### **Qualifications**

- 1–3 years of experience in marketing coordination, project coordination, or administrative marketing support
- Experience using project management software (Asana strongly preferred)
- Strong organizational and time management skills
- Excellent written English communication skills
- High attention to detail and accuracy
- Ability to manage multiple concurrent tasks
- Reliable remote work setup and internet connection
- Experience supporting U.S.-based or global teams
- Experience updating Google Business Profiles or local listings (preferred)

### **Apply to this position**

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