



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

DTC Manager

Location

Remote

Client

Undisclosed

Job Summary

The DTC Manager will own and lead Jade Leaf's direct-to-consumer channel, driving growth across acquisition, conversion, retention, and overall customer experience. This role will be responsible for developing and executing DTC strategies that align with brand and business objectives while ensuring operational excellence across all online touchpoints.

Responsibilities

- Ensure excellence in execution across site operations and all DTC activities.
- Partner closely with the Jade Leaf Communications Manager to ensure seamless integration between performance marketing and brand initiatives.
- Manage all lifecycle marketing initiatives, including email marketing campaigns with external vendors
- Develop and execute DTC strategies to drive sales, meet financial objectives, and ensure effective prioritization of initiatives and resources.
- Establish, track, and report on key performance indicators (KPIs), continuously optimizing DTC programs through testing and iteration.
- Oversee all online activities related to traffic acquisition, conversion, A/B testing, retention, and reporting, in collaboration with agency partners.
- Manage relationships with external vendors and partners to ensure timely, accurate, and high-quality delivery of services.
- Own DTC sales and promotions planning, monitoring performance and adjusting strategies based on results and evolving business priorities.
- Manage and optimize the DTC budget.
- Stay current on best practices, competitive trends, and emerging technologies to drive ongoing improvements.

Qualifications

- Bachelor's degree required.
- 5+ years of experience in DTC or eCommerce management, including ownership of a consumer brand website.
- Experience with CPG brands strongly preferred.
- Strong understanding of Shopify and related platforms for eCommerce, CRM, and analytics (e.g., Skio, Klaviyo, Postscript).
- Experience with DTC sales and promotions planning, merchandising, budgeting, and forecasting.
- Proven experience with customer acquisition, retention, loyalty programs, and end-to-end customer journeys.
- Strong cross-functional collaboration skills.
- Excellent analytical skills with experience working with large data sets.
- Clear and effective communication skills.
- Ability to thrive in a fast-paced, dynamic environment.

Apply to this position

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