



## 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!

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### Job Title

Social Media Content Designer

### Location

Remote

### Client

Undisclosed

### Job Summary

We are looking for a detail-oriented Social Media Content Designer to support our editorial and brand team by producing high-quality, on-brand social media assets. This role focuses on executing visual content using existing templates and brand guidelines to bring editorial content to life across Instagram and TikTok.

The ideal candidate is highly organized, visually creative, and comfortable working within structured design systems while also staying on top of social trends and platform tools.

## **Responsibilities**

- Create Instagram in-feed graphics, Instagram Stories, and TikTok content using Canva templates and brand guidelines
- Produce approximately 20 Instagram in-feed posts and 70 Instagram Stories per week
- Adapt and format content for TikTok, including short-form videos, hooks, and templated formats aligned with platform best practices
- Turn editorial content into visual social assets, including: Lovely articles, Real wedding features, Vendor spotlights Product recommendations and roundups
- Execute content based on the weekly content calendar and collaborate closely with the editorial and marketing teams
- Maintain visual consistency across all assets while working efficiently within template systems
- Create simple video edits and templated reels using CapCut
- Leverage tools like ManyChat to support engagement-driven content (e.g., prompts, comment triggers, or DM flows where relevant)
- Actively monitor Instagram and TikTok trends, formats, and high-performing content to inform execution and suggest new ideas
- Proactively recommend new templates, formats, or content ideas based on performance and trends
- Occasionally suggest captions, hooks, and calls-to-action that enhance engagement and performance

## **Qualifications**

- Strong experience using Canva for social media design
- Proficiency in CapCut for short-form video editing and templated content
- Familiarity with ManyChat or similar tools for social engagement and automation
- Strong understanding of Instagram and TikTok formats, trends, and best practices
- Ability to follow brand guidelines and work within template-based systems
- Strong attention to detail and ability to execute quickly at scale

## **Nice to Have**

- Experience working with editorial, lifestyle, or wedding brands
- Familiarity with wedding, fashion, beauty, or e-commerce content
- Basic understanding of social media analytics and performance metrics
- Experience with content scheduling tools or social media management platforms

**Apply to this position**

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