



## 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)

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### Job Title

Creative and Social Media Consultant

### Location

Remote

### Client

Undisclosed

### Job Summary

We are seeking a highly creative, strategic, and proactive Creative & Social Media Strategy Lead to join our team on a project basis. This role is ideal for someone who thrives in a fast-paced environment, brings innovative thinking, and has a strong ability to translate strategy into compelling social media content.

As part of the creative social team, you will play a key role in shaping the brand's voice, guiding execution, and ensuring high-quality, engaging content aligned with overall marketing objectives.

## **Responsibilities**

- Provide strategic creative marketing consulting for social media and consumer marketing campaigns.
- Lead ideation and development of creative concepts, including visual direction and storytelling.
- Translate weekly content strategies into clear, actionable creative direction for execution (videos, photos, reels, etc.).
- Guide and mentor a cross-functional team including:
  - Editor
  - Graphic Designer
  - Project Manager
  - Community Manager
- Collaborate closely with the strategy team to align on content priorities and campaign goals.
- Develop storyboards and creative briefs to ensure cohesive execution.
- Attend planning and alignment meetings as required.
- Identify and leverage emerging trends, proactively suggesting ways to adapt and optimize content in real time.
- Ensure all deliverables are on-brand, high-quality, and delivered on time.

## **Qualifications**

- Proven experience in creative strategy and social media marketing, preferably working with the U.S.-based brands.
- Demonstrated experience in leadership roles, with the ability to guide and inspire creative teams.
- Strong understanding of content creation for social platforms (Instagram, TikTok, etc.).
- Ability to translate strategy into execution, even without directly producing content.
- Highly proactive, curious, and trend-driven mindset.
- Comfortable working in a fast-paced, dynamic environment with a high degree of creative freedom.
- Strong communication and collaboration skills.

## **Apply to this position**

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