

LATAM MARKETING COORDINATOR

The LATAM Marketing Coordinator will assist with the planning and execution of Latin America marketing initiatives, specifically designed to meet local market requirements, including language and culture, while adhering to global brand standards and voice.

Responsibilities

The **Latin America Marketing Coordinator Responsibilities** include but are not limited to:

- Gather information from key regions, customers, competitors, etc. in Latin America and share market nuances with marketing team
- Assist with the development of localized content to support our regional and global marketing strategy
- Monitor and measure effectiveness of marketing activities such as advertising, trade shows, social media, web, etc.
- Ensure effective communication between marketing team and Latin America sales channel
- Represent the marketing department as needed in meetings, trade shows, etc. within Latin America
- Translate marketing collateral for use in Latin America
- Assist with the coordination and execution of all email marketing campaigns
- Maintain content for multiple websites
- Other duties as requested

Qualifications

Required Skills & Qualifications amongst other are:

- Educational background in marketing or related field
- Fluency in English and Spanish
- Exceptional attention to detail and accuracy
- Excellent organizational skills
- Must be deadline driven
- Willingness to travel (to LATAM)
- Excellent written and verbal communication skills
- Intermediate experience with HTML
- Great attitude, ability to prioritize projects with minimal guidance
- Campaigner experience a plus
- Experience working in the LATAM market a plus
- Portuguese language proficiency a plus;

Are you ready for a new challenge? Are you hungry for a great opportunity to grow in a fast-paced stimulating environment?

Join the AIM team now by applying to our Human Resources corporate office at: gafard@aimsolder.com