



## Job Description

<b>Job Title:</b>	<b>Digital Marketing Coordinator</b>
<b>Location:</b>	Mexico City (100% remote and flexible work environment)
<b>Main Purpose of the job:</b>	Create and execute the content and marketing strategy for the region

**Organization Information:** WEConnect International, a corporate-led global non-profit, helps women-owned businesses access and succeed in global value chains. WEConnect International has, since 2009, provided business education, certification, and business connections to companies based outside the United States that are at least 51 percent owned, managed, and controlled by one or more women. WEConnect International corporate members represent over \$1 trillion in annual purchasing power and are true pioneers in inclusive sourcing and global supplier development.

[www.WEConnectInternational.org](http://www.WEConnectInternational.org)

**Job Overview:** We are looking for marketing and content professional to help us build the content strategy for each stage of our lead generation funnel, identifying trends and content that and help develop, editorialize and program the WEConnect Platform through Latin America.

### Job Responsibilities:

- Work with the Regional Director to define, execute and evolve the content strategy in collaboration with global teams.
- Driving results: you will be accountable for consistently driving conversions from lead to registrations and from registrations to certifications through relevant content that leverage the value proposition.
- Assist in producing high-quality digital, audiovisual and print communication materials.
- Update and manage website by writing content in Spanish.
- Create and manage social media strategy to drive organic growth and engagement
- Design and execute the content strategy and treatments for leads in specific stage
- Perform administrative duties and reporting
- Manage influencer strategy
- Nurture the Latin American Blog content
- Experience implementing and managing virtual and in-person events (Preferred)
- Experience with media engagement (Preferred)

- Transform information collected from surveys and reports into relevant information for members that we can share.
- Co-create the events agenda with market leads to drive engagement
- Monitoring and reporting on engagement as well as community feedback.
- Create new strategies to improve web traffic and lead generations.

### **General and Technical Competencies**

- At least 3 years experience in social media, E-commerce, Digital Business, Community Management or other relevant experience
- Degree Qualifications in Graphic Design, Digital Marketing, Communications or other relevant to the role.
- Spanish native speaker and Fluent English to read, write and speak. (Mandatory)
- Expertise in design programs (Photoshop, Illustrator, InDesign) and Microsoft Office. (Mandatory)
- Comfortable to move between strategy and execution.
- Capable of transforming information into attention-grabbing and creative content that can be adapted to various target audiences.
- Advance knowledge in Facebook, Facebook Business Manager, IG, Twitter, LinkedIn and YouTube.
- Excellent Communication Skills.
- Interested in Women Empowerment
- Growth Mindset

### **APPLICATION REQUIREMENTS**

1. Submit a single PDF document that includes both your cover letter and resume.
2. Include your salary requirements in the cover letter.
3. Subject Line of Email: Digital Marketing Coordinator Mexico\_ YOUR NAME
4. Please send these documents to [jobs@WEConnectinternational.org](mailto:jobs@WEConnectinternational.org)