

Mexico Jobs Expertini®

Marketing Coordinator (Mexico)

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Company: 1840 & Company

Location: Mexico

Category: other-general

Our client is an established international public relations agency, utilizing newly established patterns to create timely Anti-PR campaigns comprising both traditional and the latest proven media methods. We are seeking a Marketing Coordinator who will play a crucial role in overseeing and implementing various marketing programs to enhance our brand visibility and engagement. The successful candidate will be responsible for coordinating and executing tasks related to email newsletters, PR strategies, SEO content and metadata, Google and LinkedIn ads, organic social media, outbound cleverly emails, podcasts, and LinkedIn profile enhancements. Additionally, the Internal Marketing Coordinator will collaborate with various teams, conduct regular reporting, and contribute to the overall success of our marketing initiatives. Working schedule: 9 am to 5 pm EST Hourly rate: USD 12/h Responsibilities: Email Marketing: Coordinate and implement email newsletter campaigns. PR Strategy: Contribute to the development and execution of PR strategies. SEO Management: Oversee SEO content and metadata. Manage SEO website structure. Paid Advertising: Handle Google and LinkedIn ads coordination. Social Media: Manage organic social media activities. Collaborate with Legacy and Noble teams on content themes and performance. Outbound Cleverly Emails: Review and approve outbound cleverly emails. Podcast and LinkedIn Enhancement: Manage podcast activities. Reporting: Provide weekly and bi-weekly reporting on marketing performance. Collaboration: Host bi-weekly meetings with the Social Media Management and Email Marketing agencies. Coordinate with the digital agency on SEO strategy. Collaborate with webmaster for website improvements. Approval Responsibilities: Review and approve Email Marketing agency's email work.

Approve social media posts every two weeks. Review and approve outbound Cleverly emails. Meetings: Join bi-weekly sales coordination meetings. PR Tasks: Manage PR tasks for CEO/Founder. Requirements : Proficiency in email marketing platforms such as Mailchimp or HubSpot. Ability to develop and execute email newsletter campaigns. Experience in analyzing email campaign performance metrics. Understanding of PR principles and strategies. Familiarity with media relations and press release writing. Excellent communication and writing skills in both English and Spanish. Knowledge of SEO best practices and tools like Google Analytics and SEMrush. Experience in optimizing website content and metadata for SEO. Experience in managing Google Ads and LinkedIn Ads campaigns. Ability to analyze and optimize ad performance to achieve marketing goals. Proficiency in social media platforms and management tools. Experience in developing and executing organic social media strategies. Collaboration skills to work with cross-functional teams on content themes and performance analysis. Ability to manage podcast activities, including content creation and promotion. Familiarity with LinkedIn marketing strategies and tactics. Proficiency in data analysis and reporting tools. Experience in coordinating with external agencies and vendors for marketing initiatives. Ability to communicate effectively with sales and other departments to align marketing efforts. Experience in managing PR tasks for executives, including media interviews and event coordination. Strong interpersonal skills for building relationships with media contacts and stakeholders. Benefits Work from home Access to diverse projects Opportunities for professional growth Collaboration with diverse teams No commute time No dress code (unless there's a meeting!) Eco-friendly work lifestyle Exposure to a multicultural team Potential for long-term engagement Improved work-life balance

About 1840 & Company 1840 & Company is a global leader in Business Process Outsourcing (BPO) and remote talent solutions, dedicated to propelling businesses forward through our comprehensive suite of services. We specialize in connecting companies with world-class freelance professionals and delivering top-tier outsourcing services, across over 150 countries worldwide. Our mission is to empower growth for forward-thinking businesses, seamlessly bridging any skill or resource gaps with our expertly vetted talent pool. We firmly believe in fostering an environment where exceptional individuals can achieve an optimal work-life balance, working remotely from any location, while maximizing their professional growth and earning potential. We are headquartered in Overland Park, KS, USA with service delivery facilities in the Philippines, India, Ukraine, South Africa and Argentina. We invite you to explore the opportunities we offer and consider joining our exclusive

network of global freelance talent. Visit www.1840andco.com to learn more about us. To explore a wealth of career opportunities and find a role that suits your unique skills and aspirations, please visit our dedicated jobs portal at jobs.1840andco.com Powered by JazzHR

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