Product Marketing Specialist (LATAM) 📣📊📡

(Multi-Product Global B2B SaaS Storytelling | Sales Enablement Content | Bilingual | Remote or CDMX)



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Goodwork is recruiting for a Canadian-based IoT SaaS company specializing in fleet management and telematics solutions.

What makes this opportunity interesting?

- 🇨🇦 Canadian IoT company serving 3,000+ customers globally with solutions in 3+ million vehicles across multiple continents
- 🚀 Be the strategic connector translating technical products into compelling sales narratives that drive conversions
- 🎯 Directly influence pipeline conversion rates and sales team success through strategic content and messaging

About the Company

We're a multi-brand organization providing advanced fleet management software, hardware, and consulting solutions that drive efficiency and profitability for fleet and field service companies worldwide. Our comprehensive approach combines GPS tracking, sensors, and cameras with scalable IoT SaaS software platforms, custom software development, and marketplace integrations.

Our mission is to truly understand our customers' business needs and implement solutions that address pain points effectively, making fleets safer, more efficient, and more profitable.

We serve a broad spectrum of fleet operations globally, from large enterprises like PepsiCo and Emirates Airlines to government entities and various businesses across waste management, transportation, emergency services, and more.

Established in 2010, we've experienced remarkable growth, now serving over 3,000 customers with our solutions operational in over 3 million vehicles globally.

OUR COMPANY VALUES guide our team and shape our culture.

- 👑 **Customer First:** We prioritize customers and their success in everything we do.
- ⚡**Speed & Impact:** We act quickly but always with purpose and measurable results.
- 🔧 **Own It:** We take full responsibility and solve problems proactively.
- 🤝 **Trust & Integrity:** We build trust through honesty, transparency, and ethical behaviour.
- 🔁 **Learn & Adapt:** We embrace continuous learning and stay flexible in a changing world.
- 🤜🤛 **Stronger Together:** We achieve more through teamwork and collaboration.

We're a team of 120 employees in a hybrid global work environment with headquarters in Toronto, branches in Dubai, New York, and Mexico City, and a remote team scattered across the world. We pride ourselves on long employee retention rates and a strong sense of unity despite geographical distances.

We're transitioning to an agile pod framework comprised of *Tribes* (strategic groupings aligned toward business missions), *Chapters* (functional groups ensuring quality and development), and *Pods* (small, cross-functional teams delivering specific outcomes). Each pod is agile, outcome-oriented, and empowered to make day-to-day decisions within its domain.

Our culture prioritizes customer satisfaction and sales results while fostering continuous self-improvement through regular evaluations and open communication with leadership. We believe in balancing dedication to work with personal well-being, allowing team members to end their day with a clear mind, confident in their contributions and ready to put on their superhero capes the next day to tackle new challenges.

About the Role

We're looking for a **remote Product Marketing Specialist** to serve as the strategic bridge between our *Product*, *Sales*, and *Marketing* teams, crafting compelling product stories that transform technical features into persuasive, benefit-driven narratives that drive conversions.

In this role, you'll own go-to-market content development including sales enablement decks, one-pagers, product collateral, and battlecards that help our teams communicate product value effectively to prospects at different stages of the buyer journey. You'll also support reseller marketing efforts with co-branded assets, partner-facing brochures, and regional product positioning while leading product-focused content for our website.

Your work focuses on the middle and bottom of the funnel - speaking to engaged prospects who need detailed, compelling information to make purchasing decisions. You'll take insights from our sales team and resellers about what customers want, combine that with deep product knowledge,

and translate it into materials that close deals using our established GTM frameworks and storytelling SOPs.

OUR IDEAL CANDIDATE brings 3-5 years of experience in product marketing, content strategy, or related B2B roles. You're someone who thrives in fast-paced environments where you need to quickly understand complex products and communicate their value to different audiences. You have a strong design sense and are comfortable using tools like Canva to create polished materials, while your excellent writing skills help you craft messages that resonate with specific buyer personas. You're naturally collaborative and enjoy working across multiple teams, taking feedback well and iterating quickly on your work. Most importantly, you're curious and creative, always looking for new ways to present information more effectively, and you understand that the best product marketing drives real business results through clear, compelling communication. You are fluent in Spanish and understand LATAM markets.

Your performance will be measured by on-time delivery of content aligned with launch timelines, number of content assets created or optimized per quarter, conversion rate improvements from your messaging and visuals, and internal stakeholder satisfaction with content quality.

You'll be part of our *Build* tribe's *Brand & Communications* pod. You'll collaborate with *Product & Market Intelligence Lead*, *Market & Competitive Research Analyst*, *Product Marketing Manager*, *Product Marketing Support*, *Content Strategist*, and *Design* teams. You'll also collaborate cross-tribe with our *GTM* tribe's *Demand Generation* pod. This position reports directly to the *Product & Market Intelligence Lead*.

You'll be doing things like:

- **Go-to-Market Content Development**: Own creation of sales enablement decks, one-pagers, product collateral, and battlecards; develop messaging frameworks that communicate value propositions and competitive differentiation; collaborate with *Product* and *Sales* to align messaging with customer pain points and market context.
- **Reseller Marketing Support:** Create co-branded assets and partner-facing brochures for reseller channels; develop regional product positioning tailored for different geographies and market segments; support partner enablement with clear, compelling materials that align to local buyer journeys.
- **Website Product Content Leadership:** Lead product-focused content for website ensuring clarity, alignment, and localization in coordination with content strategist; translate complex technical features into benefit-driven web copy; maintain consistency across all digital product touchpoints.
- **Cross-Team Collaboration:** Bridge *Product*, *Sales*, and *Marketing* teams by translating insights from sales and resellers into actionable content; respond quickly to sales team demands for customized collateral and branded content; co-host webinars alongside product specialists to deliver compelling product demonstrations.

- **Content Library Management:** Own and organize marketing materials within partner content portal for resellers and internal teams; ensure all content is easily findable, regularly updated, and aligned with product releases and campaign priorities; gather feedback from Sales and Channel teams to continuously improve content accessibility and utility.
- **Content Innovation & Optimization:** Explore new content formats like comparison charts, ROI calculators, and interactive PDFs to improve engagement; use AI tools like ChatGPT and Jasper to accelerate content development and test new storytelling models; measure conversion rates and efficiency of collateral produced and integrate stakeholder feedback for continuous improvement.

Skills & Qualifications

- 3-5 years of prior experience in roles like *Product Marketing*, *Content Strategy*, *Sales Enablement*, or related B2B SaaS/technology roles.
- Portfolio of previous product marketing or sales enablement work
- Proven ability to craft strategic messaging and sales content that drives conversions
- Strong grasp of product storytelling, customer pain point mapping, and benefit-driven messaging
- Spanish fluency required for LATAM market support and localization
- Excellent writing and editing skills creating brochures, solution briefs, sales decks, one-pagers, and positioning documents
- Basic design skills with good design sense using tools like Canva
- Experience working cross-functionally with *Product*, *Sales*, *Design*, and *Growth* teams
- Ability to organize and maintain content libraries or marketing portals for internal and partner enablement
- Familiarity with AI tools like ChatGPT or Jasper for content optimization
- Excellent storyteller who can simplify complex technical concepts into compelling narratives
- Highly organized and able to manage multiple projects and feedback cycles simultaneously
- Strong communication skills across different stakeholders
- Detail-oriented with creative problem-solving skills
- Proactive and comfortable operating in fast-paced, global environments with async collaboration

Bonus if you also have:

- Understanding of GTM frameworks, product launch playbooks, or competitive positioning strategies
- Background in technical storytelling or translating complex products into buyer-facing narratives
- Experience creating enablement content for *Sales*, *Partners*, or *Resellers* in B2B or channel-led models

- Webinar hosting experience and comfort presenting on camera
- More advanced design experience with Figma, Canva, or Adobe Suite
- Experience in IoT, fleet management, logistics, or mobility technology industries
- Multi-regional marketing experience across North America, LATAM, or EMEA
- Previous involvement in Growth Pods, Agile teams, or Chapter-based organizations
- **Familiarity with our tools:** Zoho One (CRM, Analytics, Campaigns, Sites, Social), Google Workspace, Google Analytics, ChatGPT/Claude/Gemini, Jasper, Canva, Figma/Adobe Creative Suite, ClickUp, MS Excel

Position Details

- **Working Hours:** Fixed 9-hour shift, 8AM-5PM Eastern Time Zone (Toronto time), inclusive of a 1-hour break
- **Full-time vs Part-time:** Full-time (40 hours/week, plus an additional 5 hours of break time allocated throughout the week). Exclusivity required.
- **Education:** Undergraduate degree preferred or comparable work experience
- **Level:** Intermediate (3-5 years of relevant experience)
- **Compensation:** ~CAD $2,418–$2,987 (CLP 1.7M–2.1M)/month, based on experience. Structured as a *Consultant Agreement* (independent contractor), meaning you'll be responsible for your own taxes, benefits, and insurance.
- **Location:** Remote across LATAM. Applicants from Mexico City (CDMX) are encouraged to use our Mexico City office.

Benefits of working with us:

- 🚀 Work directly with a forward-thinking international company
- 🏡 Work from the comfort of your home
- 🏆 Incredibly talented teammates
- 🧘🏾‍♀️ Work-life balance: 9 hours a day (including a 1-hour break), 5 days a week
- 💰 Above-market compensation
- 🧠 Lots of learning & growth opportunities
- 🌴 Paid vacations and Canadian public holidays
- 🩺 Medical benefits reimbursement
- 💻 Hardware credit allowance
- 🇨🇦 Compensation anchored to the Canadian dollar
- 🤖 Work with cutting-edge AI tools and automation platforms
- 🌍 Global impact across 3+ million vehicles and 3,000+ customers
- 🔍 Make strategic decisions that directly impact business growth
- ⚡ Contribute to content innovation in a fast-paced, agile environment

Interested? Please apply here.

Not sure you meet all the requirements? Apply anyway! We value diverse experiences and hire for potential.

If you don't hear back within 4 weeks, assume you weren't selected, but Goodwork may still reach out about other remote roles.

For any questions, reach out to us here: hello@usegoodwork.com

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Additional keywords: Remote content marketing jobs, B2B marketing strategist, Global content marketing roles, SaaS content marketing positions, AI-powered content marketing, IoT marketing specialist, Fleet management marketing, Telematics content strategy, International content marketing, Performance-driven content roles, Strategic content positions, Growth marketing content, Enterprise content marketing, Technical content writing, Marketing automation content, LATAM marketing jobs, Spanish-speaking marketing roles, Bilingual content marketing, Mexico marketing positions, Remote LATAM marketing, Spanish marketing specialist.