railsware

Link Building & Outreach Specialist

Apply for the position

[Submit the form >>>](#)

Description of you

Railsware is looking for a Link Building & Outreach Specialist to promote our projects on the web. We need an energetic and fast learning person with good communication and writing skills. As a part of our Railsware Growth team, you will be responsible for planning and executing backlink acquisition strategy, with the main focus on one of our current products.

Responsibilities

- Work closely with the Marketing & SEO team to experiment on and execute different outreach strategies
- Regularly research for relevant link building opportunities to increase our project exposure on the web
- Outreach to and collaborate with influencers, journalists, website owners/admins, bloggers
- Manage guest-post tasks for content writers
- Monitor and report on link building efficiency and results
- Research and test new digital PR and link building tactics

Your skills

- Advanced level of English is a MUST (both written and spoken)
- Skills in link building and link acquisition
    - Web research for relevant placements
    - Relationship and partnership management
- Ability to manage contractors and services suppliers
- Proficiency in Google Docs, Google Sheets, Excel, Word
- Basic knowledge of SEO tools, such as Ahrefs, GSC, etc.
- Top-level Internet research skills & ability to navigate social networks
- Advanced skills in networking and community involvement

- Advanced communication and relationship management skills
- Good negotiation skills
- People-oriented approach and willingness to communicate
- Attention to details and focus

Would be a plus

- Experience in Marketing and Sales
- Knowledge and genuine interest in SEO best practices
- Experience in using email automation tools like Reply.io, Lemlist, etc.
- Basic knowledge in product development and project management

About the company

Railsware is a [product studio](). Since 2007, we have shaped our own "know-how" in product creation. Among others, we have helped Calendly and BrightBytes turn from small startups into close-to-billion-dollar companies.

Railsware products are the next step in company evolution. We have applied the best product development practices to creating our own solutions. Today, [Mailtrap](), [Coupler.io]() and [Smart Checklist for Jira]() have over 800K users and generate over $1.7M of annual recurring revenue.

People feel great here. On average, a Railswarian stays in the company for about 5 years. We support our team with outstanding benefits and remote working culture.

We look for people with high potential ready to evolve in multiple directions. The right hires shape a team of A-players to learn from each other and evolve together.

Railswarian's Bonuses & Benefits

Flexibility

- Choose your flexible working schedule that suit your local time
- You can work in the office or [remotely from any location]()
- 70% of Railswarians work fully remotely from 8+ countries
  - We have a set of battle-tested approaches for remote work and collaboration
  - We allocate a separate budget to help you set up a home office (buy furniture, pay for the internet, etc.) or to rent a coworking in your city
- You can visit [two comfortable offices]() in Kyiv, Ukraine, and Krakow, Poland:
  - Both are equipped with modern ergonomic chairs and standing desks
  - You can always find fresh food and drinks in our kitchen
- If there is a need, we provide support with relocation to Poland

www.railsware.com
contact@railsware.com

Krakow, Poland
Szlak 50/A4
31-153

Dubai, UAE
Dubai Internet City Building
16, #48

Kyiv, Ukraine
Moskovska St., 8,
CS "Arsenal", 01010

Work Culture

- Craft and quality are core principles for us. Top-notch product management approaches help us create [outstanding products](#) and provide great services both to our customers and to Railswarians
- The [culture of constant development](#) that suits each Railswarian:
  - A world-class team of [T-shaped](#) skilled professionals that share knowledge with each other
  - Our team will support your constant growth via regular performance reviews, helping you shape an individual development plan, and conducting one-on-ones to exchange feedback
  - To stay competitive, we need to constantly learn new things. Railsware covers education expenses and provides you with an opportunity to visit professional conferences
  - You can contribute to the company-level responsibilities that you are passionate about, and grow beyond your role. You are the key driver of your personal growth and can evolve in a community of professionals

Compensation

- Railsware offers a competitive remuneration in USD
- Your yearly bonus and compensation depends on your contribution to company growth, personal development, productivity, and team's feedback
- As an additional financial help, we provide microcredits

Hardware

- While working at Railsware, you accumulate budget for hardware and software
- Railsware provides you with a workstation consisting of a MacBook or a PC, a top-quality monitor, as well as additional accessories such as a trackpad, mouse, headset, etc.
- Thanks to our hardware policy, you are able to work with the best equipment and regularly update it

Perks

- You have 34 paid time off days per year. There are 24 standards days and, as our team is distributed around multiple countries, you get 10 working days on top to cover public holidays (you choose when you want to take your PTO)
- We cover sick leave, but we hope you won't need it;)
- Health policy budget will cover your private sports and healthcare expenses

www.railsware.com
contact@railsware.com

Krakow, Poland
Szlak 50/A4
31-153

Dubai, UAE
Dubai Internet City Building
16, #48

Kyiv, Ukraine
Moskovska St., 8,
CS "Arsenal", 01010

Learn more about Railsware

- [Website](#)
- [Railsware Blog](#)
- [Clients about Railsware](#)
- [Railsware Academy on YouTube](#)