

PR Expert

Apply for the position

[Check out the challenge >>>](#)

We're looking for an experienced PR specialist to promote our brand and make our products more recognizable around the globe.

As a PR expert, you will contribute to building awareness, planning and running PR campaigns, and building trusting relationships with media and journalists. Our current team consists of outreach experts.

Your skills

- Advanced English (both written and spoken)
- Work experience in PR for digital products in the US/EU market
- Explicit communication and networking skills (both writing and speaking)
- Experience in managing relationships with media
- Networking guru
- Being a self-starter

Your responsibilities

- Build and execute PR strategy and campaigns
- Proactively communicate with key media partners, journalists, bloggers, and influencers
- Draft pitches, media materials, and press releases
- Prepare PR materials to support media partners, journalists, bloggers, and influencers
- Cross-team communication with outreachers, writers, and other teams
- Conduct PR research on possible PR opportunities
- Constantly monitor & analyze PR activities

Useful materials

- [Development Culture](#)
- [Remote Collaboration Workflows](#)



- [Balance between authority, responsibility and accountability](#)
- [Smart Benefits at Railsware](#)
- [Onboarding process](#)

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 flourishing companies, with Calendly recently reaching \$3B valuation.

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 2M users and generate over \$2.5M 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 suits your local time
- You can work in the office or [remotely from any location](#)
- 70% of Railswarians work fully remotely from 15+ 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

Work Culture

www.railsware.com
+1 (646) 397 4918
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



- 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 Railswarrians
- 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 competitive remuneration in USD
- Apart from your remuneration, you will also get a yearly bonus. Both depend on your contribution to company growth, personal development, productivity, and team feedback
- Phantom Stock units to reward your contribution
- Additional financial assistance (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

Learn more about Railsware

- [Website](#)
- [Railsware Blog](#)



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

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