

Performance Marketing Expert

Apply for the position

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

Description of you

Railsware is looking for an experienced Performance Marketer to grow our own products ([Mailtrap](#), [Coupler.io](#)) and consultancy services. You will need to set up and run advertising campaigns in Facebook, LinkedIn, Google Ads, Twitter and other platforms. With our ambitious products and services, you will have a great opportunity to express your strategic marketing vision.

Your skills

- Understanding the funnel and user journey
- Composing remarkable copies for ads
- Shaping design requirements for creatives
- Campaigns setup, launch and optimization
- Campaigns A/B testing
- Advanced user of various analytical tools (GA, Amplitude, Mixpanel, Hotjar, etc.)
- GTM and Segment (or similar tools) configuration
- Data analysis
- Managing multiple complex contexts

Your responsibilities

- Determine performance marketing strategy for Railsware products, services, and employer branding
- Plan budget according to growth goals
- Run campaigns in Facebook, LinkedIn, Google Ads (including YouTube), Twitter and other advertising platforms
- Research and shape audiences for advertising campaigns
- Shape performance reports or set requirements for analytics dashboards



- Collaborate with data analysts for in depth understanding of advertising campaigns performance
- Monitor competition (ideas, tactics, platforms for advertising campaigns)
- Ensure consistency of our brand message across all channels
- Contribute to marketing strategies of our products and services, as well as employer branding

What you will work on

You will be working on the promotion of Railsware products, as well as our consultancy services for the global markets. Also we expect you to support Railsware's employer brand by promoting our vacancies and content to spread the word about the company.

Useful materials

- [Smart Benefits at Railsware](#)
- [How we work remotely](#)
- [How to find balance between authority, responsibility, and accountability](#)

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

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 standard 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](#)