

Senior Marketing Expert

Apply for the position

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

Description of you

We're looking for a hands-on marketer with strong skills in communicating and pitching core company's values and services. As a marketer at Railsware you will be responsible for defining communication approaches, aligning brand messaging across different channels, and maintaining design consistency.

Your skills

- Excellent writing skills
- Short-form content creation: landing pages, emails, pitches, ads copies
- Experience in preparing mock-ups and designing requirements
- Understanding the funnel and user journey
- Experience in identifying the key targets, success metrics, and shaping roadmaps
- Experience in identifying unique value in complex tech products
- Messaging and positioning of the company and products
- Customer development experience
- Fluent English (both writing and speaking)
- Ability to manage multiple contexts
- Data-driven decision making
- Proactive project management
- Excellent Google Analytics, Figma (or similar) skills

Your responsibilities

- Deliver mock ups and copies for landing pages
- Deliver remarkable content for site, blogs, and external media
- Define communication strategies for core Railsware concepts
- Contribute to promotion Railsware as an employer
- Contribute to promoting one of Railsware products: Mailtrap.io, Coupler.io or Smart Checklist for Jira



- Ensure our brand message is strong and consistent across all channels and marketing efforts
- Become the organization's agent towards external parties such as media, stakeholders and potential clients, and build strategic partnerships
- Produce valuable and engaging content for our website and blog that attracts and converts our target groups

Useful materials

- <https://railsware.com/blog/remote-collaboration-at-railsware/>
- <https://railsware.com/blog/authority-responsibility-accountability/>
- <https://railsware.com/blog/smart-benefits-at-railsware/>

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 10+ 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 [our comfortable office](#) in Krakow, Poland:
 - 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 Railswarriors
- The [culture of constant development](#) that suits each Railswarrior:
 - 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](#)