

Marketing Specialist

About Rotational

Rotational is an intelligent distributed systems company. We blend data engineering, machine learning, and distributed systems to build planet-scale data solutions that connect users, colleagues, and customers across the world. We're small but mighty and looking to add the right people to our growing team.

What We'll Depend On You For

- Working with the COO to develop and implement our marketing strategy.
- Planning and coordinating marketing efforts.
- Communicating the marketing plan.
- Researching demand for our products and services.
- Competitor research.
- Building brand awareness and positioning.
- Building relationships with partners, customers, and other stakeholders.
- Supporting sales and lead generation efforts.
- Coordinating marketing and developer outreach projects from start to finish.
- Organizing company conferences, trade shows, and major events.
- Coordinating social media marketing strategy and content marketing.

What You Can Expect From Us

- **Respect.** We'll take your contributions, your opinions, and your feedback seriously.
- **Variety.** You'll support a wide range of marketing projects and initiatives from developer outreach campaigns to conferences, and everything in between.
- **Sincerity.** We'll trust you with challenging tasks and give you ample opportunity to push yourself beyond your current experience.

- **Continuous Learning.** We're teachers at heart; we'll provide you with mentorship and plenty of learning opportunities.
- **Growth.** We're a small but growing company and want you to grow with us. We're open to creative ideas and approaches that deliver results, differentiate us in the market, and adhere to our values. At the same time, we care about our team and we want to understand your goals and help you achieve them.

Things We're Looking For

- Creative mindset.
- Interest and eagerness in building a brand.
- Experience supporting or planning digital marketing campaigns such as social media marketing and content marketing campaigns.
- Effective time management skills and the ability to multitask.
- Strong research and copywriting skills.
- Attention to detail.
- Professional and proactive work ethic.
- High competence in project and stakeholder management.
- Interest in technical topics and software engineering.
- Empathy and excellent interpersonal, written and oral communication skills.

Things We Aren't Worried About

- Specifics about degrees and credentials. We believe that creative and thoughtful marketers come from all different backgrounds.
- That you've worked for a technical organization or have a technical background. If you do, that's great! If not, that's great too. While it's important to have an interest in technical topics or software development, what matters more is being empathic and understanding how important communications and messaging is to outcomes. We care that you are excited to bring what you know, that you're open to being flexible depending on the objective, and that you're willing to learn as you go.

- Where you call home. We're a distributed company and we have contributors from all over the world. Working with people who are far away, in different timezones, with different cultures and backgrounds is no easy task, but it's part of who we are and of the commitment we make to each other at Rotational.

Apply for this position by sending your resume and a short email with "Marketing Specialist" in the subject line to info@rotational.io.