

Growth Hacker

LOCATION: US

vChain is the fast-growing startup behind CodeNotary, the leading Open Source authenticity solution which delivers tamperproof integrity for all digital assets. Via immutable notarization and authentication, from code to production, it builds continuous trust in the entire DevOps process. CodeNotary today already processes over 10 million code and container authentications every single month, and our vision is to become the global standard for enabling high-integrity, verifiable software distribution.



As we are growing rapidly, we are looking to add only the smartest people to join our highly motivated and skilled team to create and distribute products that are already having an impact on many customers around the world. If you feel addressed, you have the opportunity to help revolutionizing the way source code and software is seen and used in a zero-trust era!

vChain was funded by a team of highly experienced startup entrepreneurs with amazing prior success stories and is well-funded, backed by notable investors like Elaia, Bluwat and Acequia Capital.

We are a very international startup that fosters a distributed working environment, with a diverse team working in locations around the world. We offer a competitive compensation including an equity ownership plan, and the opportunity to grow with the company.

What you'll be doing:

- Creatively leverage various online marketing tools like websites, podcasts, social media, and blogs to drive digital client acquisition success
- Choose in accordance with the other departments which metrics/KPIs to focus on
- Bring traditional and creative ideas how to grow those KPIs
- A/B test those ideas
- Analyze the data and users' feedback
- Exchange ideas/data/feedback with other departments (Product, marketing, top management) in order to present results and make the product more user-centric
- Collaborate with the website development and other marketing content creation
- Promote digital presence, through writing content, engaging with people and communities online, etc.
- Drive traffic to your website, landing pages, social media, apps...
- Apply conversion rate optimization (CRO) principles and hacks
- Work on a lean startup process
- Work with the AARRR Sales Metrics Diagram
- Prioritize and optimize growth channels
- Scale and Automate the growth processes
- Implement the PR strategy

What you bring

- Clear understanding of data, analytics, metrics and statistics
- Knowledge about referral marketing and ability to create viral growth

- Social skills and understanding of user's behavior
- Great customer relations skills and focus on customer experience
- Experience in building and optimizing landing pages, conversion rate optimization, and A/B-testing
- Experience in Data Tracking & Analytics
- Experience in web scraping for the collection of potential leads or growth opportunity
- Experience in Acquisition Marketing (Social, Search, Content, Email, etc.)
- Editing and copywriting skills
- Knowledge about both inbound and outbound marketing
- Experience with growth hacking tools such as Optimizely for A/B Testing, email marketing campaigns tools, CRM platforms, and automate workflows...

What is nice to have

- Programming knowledge: front-end code, e.g. basics of HTML and CSS
- Visual Design
- Behavioral Psychology

What we offer

- A full-time job
- A competitive compensation package with a stock option plan
- Flexible working hours
- A motivated, highly engaged team that's supportive and open to constructive feedback
- The opportunity to grow in multiple dimensions