

## WE'RE HIRING

# Senior GTM / Marketing Lead

Vienna (hybrid) · Full-time · Start 1 September 2026

**Most immigration paperwork is a maze designed by nobody, maintained by everybody, and survived by the desperate.**

We're the team ripping that maze down and rebuilding it as software. And we need someone to make sure the people who need us actually find us.

## Why this matters

mypaperwork is building the infrastructure layer for regulated migration in Europe — the software that guides skilled workers through visas, residence permits, and the bureaucratic gauntlet that currently eats months of their lives. Our CEO built this after living it herself as an American in Austria. It's not a hypothetical pain point; it's a lived one, for millions of people, in a Europe that badly needs the talent it keeps turning away at the paperwork stage.

We're small, grant-funded, pre-seed backed, and moving fast. In September we launch B2B. We're already expanding into Portugal and Spain. This is the moment a GTM leader dreams about: early enough to own the whole playbook, real enough that it has to actually work.

## Why this role is different

- **You own GTM end to end** — B2B and B2C, positioning through pipeline, across multiple European markets. No committee. No 40-slide approval cycle.
- **You report to the CEO** and inherit a real head start: an established founder voice, warm investor interest, and a product built by people who lived the problem.
- **You build the machine, then the team** — this is hands-on now and managerial fast. You'll set the system and hire into it.
- **Your work is measurable and it ships** — a launch date, expansion markets, and a HubSpot dashboard that tells the truth.

## What you'll build & own

| Area                         | What it means here                                                                                                           |
|------------------------------|------------------------------------------------------------------------------------------------------------------------------|
| B2B demand generation        | The launch engine: positioning, outbound + inbound, and a HubSpot pipeline that turns partners and employers into customers. |
| Marketing automation & CRM   | HubSpot as the backbone — lifecycle, lead scoring, sequences, attribution. This is core, not a nice-to-have.                 |
| B2C content & positioning    | The story we tell skilled workers, plus SEO and content that compounds and feeds the paid funnel.                            |
| Multi-market GTM             | Localized playbooks for Portugal and Spain that a Country Manager can run — messaging, channels, launch motions.             |
| Partnerships (with the team) | Marketing muscle behind housing, university, and B2B partner channels already in motion.                                     |
| Analytics & planning         | The numbers behind the roadmap — funnels, CAC/LTV signals, and a                                                             |

| Area          | What it means here                                                         |
|---------------|----------------------------------------------------------------------------|
|               | planning rhythm the founders can steer by.                                 |
| Team building | Hiring and managing the first marketing contractors/hires as budget grows. |

**Priority order for the first 6–12 months:** (1) B2B launch + HubSpot automation, (2) B2C content & positioning, (3) PT/ES expansion playbooks. Performance marketing, PR, and employer branding are opportunistic, not the core mandate — yet.

## Who you'll work with

You'll report directly to Maggie (CEO, business), who currently carries GTM/marketing and is handing you the keys. You'll work daily alongside Vit (CPO, product) and Ben (COO, customer), plus Georg (Country Manager, PT/ES) and a small, senior team that ships. It's a room of operators, not spectators.

## What success looks like

| By...     | You've...                                                                                                                                               |
|-----------|---------------------------------------------------------------------------------------------------------------------------------------------------------|
| 3 months  | Owned the September B2B launch; positioning and assets are live; HubSpot funnel is tracking real pipeline. You know our numbers cold.                   |
| 6 months  | Automation runs without founder involvement; B2C content is compounding; PT or ES has a live, localized playbook.                                       |
| 12 months | A repeatable GTM system across B2B + B2C and multiple markets; first marketing hire(s) onboarded; a pipeline story worth putting in front of investors. |

## What we're looking for (must-haves)

- 5+ years in growth / GTM / marketing, with real ownership of a B2B pipeline — you've built demand, not just campaigns.
- Deep, hands-on HubSpot skills: lifecycle, lead scoring, sequences, attribution. You can build the flows yourself, today.
- A track record of measurable growth you can defend with numbers — not vanity metrics.
- Strong writing and positioning instincts across B2B and B2C. You can find the sharp version of a message.
- Comfortable operating solo and building a function from close to zero — then hiring and leading it.
- EU-based, Vienna-reachable for hybrid work, and ready to travel for expansion markets.
- Fluent English. Working German and/or Spanish/Portuguese is a real advantage.

## Nice-to-haves

- Experience launching or scaling in more than one European market.
- Fintech, legaltech, govtech, HR-tech, or regulated-industry background.
- AI-assisted marketing workflows — you use the tools, you don't just talk about them.
- SEO and content-led growth at a startup that had no budget to waste.
- Lived experience of migration or cross-border bureaucracy — you get why this matters.

## Compensation & benefits

- **Salary:** €80,000 gross per year (≈ €5,714/month × 14 payments, Austrian standard), depending on experience.

- **Bonus:** conditional, growth-metrics-based upside tied to the outcomes above.
- **Time off:** statutory vacation, plus your birthday off and extra days over the winter holidays.
- **Setup:** the equipment you need, hybrid flexibility from our Vienna base, and travel to expansion markets.
- **Growth:** this is a build-the-function seat with a direct line to the CEO. As the company scales, this role scales with it.

## How to apply

Skip the cover letter. Send us: (1) your CV or LinkedIn, and (2) a short note answering — *“Show me one growth result you're proud of, the number attached to it, and what you'd have done differently.”* That tells us more than three paragraphs of adjectives ever could.