



Social Media and Community Manager

Luminary is looking for a creative, experienced Social Media and Community Marketing Manager to drive our marketing activities.

We are a passionate, dynamic team of polymaths who believe in the power of music to change the world. We are on a mission to help more people discover the joy of music through our various brands and products - [LUMI](#), focusing on piano learning, and [ROLI](#), dedicated to music creation for hobbyists and professionals alike.

As our Social Media and Community Marketing Manager, you will sit within the marketing team supporting the Head of Content and Community. You will have the opportunity to drive awareness of our brands within the market, engage with our creators across multiple touchpoints, and shape the future of our communities. We are a collaborative team and you will have the opportunity to work cross-functionally to contribute to the wider product and marketing team objectives. There will be meaningful scope to take initiative and ownership of activities and the right candidate will be able to thrive working autonomously. This will suit someone that is very active within social media platforms, has exceptional copywriting skills, and has a creative and diligent work ethic.

This will be a fast-paced role, where you will have the opportunity to build knowledge and experience within a growing music technology start-up.

What you will do:

Social Media:

- Schedule daily social media content across Instagram, TikTok, Facebook, and YouTube for both ROLI and LUMI channels
- Ideate and assist on content creation and copywriting across social channels
- Create video content with internal and external content producers
- Monitor and reply to comments and messages on our social channels, working with our Support Team to ensure any customer issues are satisfactorily resolved
- Listen to keywords across socials and engage with new communities to help grow social following
- Track UGC across socials and log for future use on social channels

Community Relations:

- Support Influencer / artist outreach, briefing, contracting and campaign tracking
- Proactively engage with LUMI & ROLI community groups on social channels
- Drive growth of LUMI & ROLI community groups with engaging content, contests and other initiatives
- Source and engage users for customer testimonial content (including socials, YouTube, and blog)
- Monitor Artist Relations contact form

Affiliate Marketing:

- Grow our community of affiliates
- Manage affiliate approval and payment processes
- Work with Senior E-Commerce Manager to create calendar of promotional affiliate activities

Reporting:



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- Track trends and insights and report back to the team
- Monitor share of voice vs our competitors
- Report on customer and community sentiment and feed it back to relevant teams
- Contribute to weekly/monthly reports with performance data and analysis

Ad Hoc Support:

- Assist with in-house video shoots / livestreams
- Assist with copywriting across PR, web, blogs and product
- Support events (including workshops, sales events, or other online initiatives)
- Assist building and sending email campaigns

What you'll need:

- A 3-year degree or diploma or relevant experience
- Experience managing brand social channels and a passion learning about the newest social/influencer trends
- Reactive and proactive community management experience
- Superb and demonstrable time-management skills, project management skills, and the ability to work independently
- Excellent interpersonal skills and the ability to work effectively with team members at all levels across job functions

Bonus points:

- Passion for music and music creation - experience using DAWs, etc
- Basic content creation skills (video, still photography, graphics)
- Comfortable in front of the camera

Luminary offers:

- The opportunity to work with the leading minds within technology, hardware, and music creation to directly impact the way we create and interact with music
- A competitive salary according to your level of experience
- A range of meaningful benefits including:
 - Following probation, a competitive health care cash plan and a generous bike-to-work scheme
 - A competitive company pension scheme following 3 months of full time work
 - 23 days holiday with 2 additional social impact days and the standard 8 statutory holiday days
 - 20 hours per year dedicated to volunteering within your local community
 - Flexible working hours
 - Geographically distributed working fully supported
 - 'Lending Library' of all ROLI products
 - Team member discounts on ROLI products
 - Apple laptop and relevant software licenses for your role
 - Generous Parental Leave policy
 - *Currently on hold due to COVID-19 remote working:*
 - *Wellness programme which currently includes regularly offered massages*
 - *Friends and family events*
 - *A great working environment, featuring daily complimentary homemade vegan lunches and limitless homemade GOLDnola*
 - *Company-wide Hack Days and workshops to expand your skills*
 - *In-house bike storage*



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- The majority of our team members are currently working remotely due to COVID-19. We will discuss the latest updates with regards to remote working as part of our interview process.

Luminary wholeheartedly believes that difference stimulates a healthy and productive environment, as well as positively impact the products we create. We actively encourage diversity of background and perspective, and as an equal opportunities employer, we oppose all forms of unlawful or unfair discrimination in all of our employment related processes and matters.