



## Head of Communications

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### The role:

**ROLI is seeking a creative, experienced Head of Communications to help drive our marketing activities and company growth.**

We are a passionate, dynamic team that believes in the power of music to change the world.

The Head of Communications will be responsible for the strategic direction and operational execution of all communication and public relations initiatives. This pivotal role requires a blend of strategic vision, tactical execution, and hands-on leadership to ensure the company's message is consistent, compelling, and effectively reaches its target audiences.

The ideal candidate will be a strategic thinker with a deep understanding of media dynamics, digital communication platforms, and brand storytelling. They will act as the primary point of contact for all media interactions, shape public perception of the company, and manage both internal and external communications to align with ROLI's mission and goals. The role encompasses developing and managing comprehensive communication plans that enhance ROLI's reputation, promote our products, and engage key stakeholders, including customers, prospects, and the media.

This position demands a high level of creativity, excellent writing and speaking skills, and the ability to foster strong relationships with media outlets and other key partners — they will be expected to represent and speak on behalf of the brand in front of the media. The successful candidate will have a proven track record in managing global communication programs and delivering measurable results that contribute to the company's success.

### What you'll do:

- **Strategic Planning:**
  - Develop and execute a comprehensive communications and PR strategy that aligns to ROLI's goals and objectives.
  - Identify opportunities to enhance the ROLI's brand presence and reputation.
  - Craft messaging frameworks for new product launches and campaigns.
  - Own the communications calendar across our channels
- **Media Relations:**
  - Establish and maintain relationships with key media outlets and journalists.
  - Serve as the primary spokesperson for the company.
  - Draft and distribute press releases and other public announcements.
- **Content Development:**
  - Oversee the strategy and creation of high-quality and impactful content for various communication channels, including blog posts, newsletters, and the company website.
  - Provide messaging and copywriting support across all marketing channels,



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- including social, advertising, video & web.
- Ensure consistent brand ToV across all platforms.
- **Internal Communications:**
  - Develop and implement internal communication strategies to foster a positive and informed work environment.
- **Crisis Management:**
  - Develop and manage communication plans for crisis situations.
  - Provide timely and accurate information to stakeholders during crises.
- **Leadership & Management:**
  - Lead and mentor our Communications Executive and Copywriter
  - Foster a collaborative and innovative team environment.
  - Manage external PR agencies when they're required.
- **Analytics & Reporting:**
  - Monitor and analyse the effectiveness of communication strategies.
  - Prepare and present reports on communication activities and outcomes to the executive team.

### What you'll need:

- A relevant 3-year degree or diploma or equivalent experience
- Excellent communication skills, flawless written English, experience writing copy for email, blogs, websites, etc
- Working knowledge of SEO and how blogging and other content can support it
- Experience in using ESP and CRM platforms
- A strong track record of crafting and managing messaging
- Experience in PR strategy and media relations
- A creative yet data-focused approach to work
- 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 employees at all levels
- A passion for music, technology and/or startups

### Bonus points:

- Knowledge of music technology and production
- Experience with Klayvio, Mailchimp, Meltwater & SEM Rush
- Experience with a CMS, even better if it's Storyblok



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### Who we are:

Luminary ROLI's mission is to enable more people to experience the transformative power of lifelong music-making. We do this by making the whole process of music learning and practice more inspiring and effective. We are a hardware, software, and content music technology company based in Dalston, London. Our focus on pioneering new and innovative technological solutions to the challenges that face music learners and makers has meant that our products are used by composers, producers, artists, engineers, and hobbyists worldwide.

### Luminary ROLI Ltd offers:

- The opportunity to work with the leading, progressive 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 the local community
  - Flexible working hours
  - '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
  - Company-wide Hack Days and team outings
  - In-house bike storage
  - We offer a hybrid working approach. We will discuss the latest updates with regards to remote working as part of our interview process.

Luminary ROLI Ltd wholeheartedly believes that difference stimulates a healthy and productive environment, as well as positively impacts 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.