



Contract Community Marketing Executive

Luminary is seeking a creative Community Marketing Executive for an initial 3-month contract to help execute our customer engagement strategy.

We are a passionate 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 a Community Marketing Executive, you will support the marketing team's Social Media & Community Manager. You will be able to drive awareness of our brands within the market, engage with our creators across multiple touchpoints, and help shape our learner and creator communities. We are a collaborative team, and you can work cross-functionally to contribute to the broader product and marketing team objectives. There will be meaningful scope to take the initiative and ownership of activities, and the right candidate will be able to thrive working autonomously. The role will suit someone very active within social media platforms, with exceptional copywriting skills and 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:

Community Relations:

- 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 external channels and engage with any relevant conversation to help support existing or potential customers
- Proactively engage with LUMI & ROLI community groups on social channels
- Grow our LUMI & ROLI community groups with engaging content, contests, and other initiatives
- Track UGC across socials and log for future use on social channels
- Source and engage users for customer testimonial content (including socials, YouTube, and blog)
- Monitor Artist Relations contact form

Reporting:

- 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
- Support events (including workshops, sales events, or other online initiatives)



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- Assist in building and sending email campaigns

What you'll need:

- A 3-year degree or diploma or relevant experience
- Great grasp of marketing copywriting and written communications
- Experience managing brand social channels and a passion for learning about the newest social trends
- Reactive and proactive community management experience
- Superb and demonstrable time-management skills, task-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
- Experience with customer service

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.