



Communications & Social Media Marketing Manager

Luminary is looking for a creative, experienced Communications and Social Media 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 Communications and Social Media Marketing Manager, you will sit within the marketing team supporting the Head of Communications and Head of Social Media. You will have the opportunity to create concepts and copy for all written comms including email, social media, content and website. You will work closely with the whole marketing team—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 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:

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
- 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

Email Marketing and CRM:

- Build, schedule and write engaging copy for email communications to audiences for both ROLI and LUMI channels
- Contribute to retention-focused email and in-app push notifications
- Brief design team on relevant email assets

Community Relations:

- Support Influencer outreach, briefing, 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



Communications & Social Media Marketing Manager

- Source and engage users for customer testimonial content (including socials, YouTube, and blog)

Blog Content and Strategy:

- Build, source content and write engaging copy for blog pages across both ROLI and LUMI channels
- Increase month-on-month visits to playlumi.com and roli.com through a considered blog content and SEO strategy

Reporting:

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

What you'll need:

- A 3-year marketing degree or diploma or relevant experience
- Passion for social media and helping people, with experience with community management
- Excellent communication skills, flawless written English, experience writing copy for email, websites, etc.
- 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.

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



Communications & Social Media Marketing Manager

- 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*
- 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.