



Marketing Manager

Luminary is looking for a creative, experienced Marketing Manager to drive the Marketing activities of ROLI, creators of the Seaboard, Equator2, and LUMI Keys Studio Edition.

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 Marketing Manager, you will sit within the marketing team and report directly to the Director of Growth. You will have ownership of ROLI marketing including comms, influencers, content, email and social marketing, and the day-to-day responsibilities as needed for a smooth functioning ROLI marketing team. You will work closely with the Director of Growth as well as working cross-functionally to support the wider product and marketing teams. 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 a broad background in marketing.

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'll do:

- Devise marketing strategies and plans for ROLI, setting KPIs & delivery timelines
- Manage the execution of all ROLI marketing activities
- Manage the timeline and critical path for all activities to ensure work streams are kept on track and delivered on time
- Liaise with developers and designers to help deliver any necessary ROLI.com updates
- Report regularly on performance to target KPIs - CAC, ROAS, LTV, NPS, etc.
- Plan and execute a multi-channel digital marketing strategy across email, socials, and paid ads to drive awareness with new audiences and conversion from existing ones
- Draft copy for ROLI.com, email campaigns, and digital ads
- Manage ROLI social media accounts, creating content calendars and posting to site, as well as carrying out daily gardening
- Define asset requirements across all platforms and brief internal designers to produce them
- Manage the production of videos and content pipeline
- Demonstrate deep understanding of ROLI products & target audience, with ability to draw on market data to inform activities
- Manage press outreach to key MI publications
- Manage artist and influencer outreach and content creation



Marketing Manager

What you'll need:

- A 3-year marketing degree or diploma
- Several years experience in creating and executing marketing campaigns in the digital space
- Passion for social media and helping people, with experience with community management
- Excellent communication skills, flawless written English, experience writing copy for email, websites and digital ads
- 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.
- Experience working with Google and Facebook advertising and analytics tools
- Experience creating content pipelines and executing them

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*



Marketing Manager

- 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.