

Performance Marketing Manager

Luminary ROLI is a music tech start-up revolutionising how people learn and create music. Our products, including the Seaboard RISE and Piano M, are used by everyone from beginners to professionals around the world.

We're looking for a talented paid media expert to join our Growth/Performance Marketing team. You'll manage digital campaigns across Social, Search, and Display, as well as support digital asset management.

This role is ideal for someone with 4 - 5 years of experience in Paid Social and Paid Search, looking to make an impact in a fast-paced, creative environment.

What you'll do:

- Plan, execute, and optimise paid campaigns across Meta, Google, TikTok, Reddit, Pinterest, Microsoft Ads, and other emerging platforms.
- Manage budgets and performance to maximise ROI and achieve acquisition and conversion goals.
- Track KPIs, analyse results, and deliver clear, actionable performance reports.
- Run A/B tests on creatives, landing pages, and audience targeting to improve campaign effectiveness.
- Collaborate with creative teams on high-performing ad copy and visuals, and input into the creative process for new campaign and ad concepts.
- Support on asset briefing and production to ensure net new creative and creative iterations meet requirements.
- Maintain and update the paid creative asset library.
- Ensure consistent messaging and brand consistency across all paid channels by working closely with Creative and Comms teams.
- Stay up to date on platform changes, trends, and new paid media opportunities.
- Align paid media efforts with broader marketing and business goals.
- Support and collaborate with other team members across Content, Social, Creative Comms, Product and Platform — and champion and strive to improve processes and workflows.

What you'll need:

The job will require expert level knowledge of Digital Marketing ad platforms, particularly Paid Social, and an understanding of marketing concepts such as customer journeys, funnels and multi-touch attribution.

This position would be ideal for a candidate looking to move from an agency to client side or someone from a similar start-up/scale-up environment.

- 4-5 years of commercial marketing experience in a D2C / ecommerce environment
- Start-up mentality with ability to roll up sleeves and get the job done — proactive, collaborative, and able to think creatively and challenge conventional approaches.
- Demonstrable experience of scaling Paid Social Channels such as META Ads, Google Ads or Reddit Ads
- Working knowledge of Digital Marketing practices including SEO, CRO and web analytics
- Experience managing 7 figure annual paid media budgets

Bonus points:

- Agency experience or D2C startup background
- Emerging Paid Social platforms such as TikTok, Reddit, SnapChat, Pinterest
- An interest in Music or Music Technology
- Web Analytics experience (GA4)
- SEO experience

Qualifications

- Graduate degree or equivalent experience
- Google Ads and Google Analytics Certifications via Skillshop or equivalent experience
- META Social Media Marketing Certificate via META Blueprint or equivalent experience

Who we are:

Luminary ROLI's mission is to enable more people to experience the transformative power of life-long 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 licences for your role
 - Generous Parental Leave policy
 - Company-wide Hack Days and team outings
 - In-house bike storage
 - Currently on hold due to office renovation:
 - Daily homemade plant-based lunches and limitless homemade GOLDnola
 - Friends and family events
 - 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.