



VACANCY

Head of Community & Platforms

Requirements

- Over 5 years of (managerial) experience in digital marketing
- Knowledge of marketing, digital trends, communities, platforms and channels
- Strategic
- Analytical
- Hands-on
- Scale-up mindset

 Amsterdam  Minimum of 5 years experience



Dutch-based Armada Music, the largest independent dance music label worldwide, has its sights on strengthening its position as a leader in electronic dance music. The Head of Community & Platforms will help the company achieve this goal by strategically developing and successfully executing the management of its millions-strong community of followers.





ABOUT THE COMPANY

Armada Music

In 2003, Armin van Buuren, Maykel Piron and David Lewis (AR-MA-DA) founded Armada Music . As a six-time winner of the IDMA for 'Best Global Label,' Armada Music has the world's largest dance music catalog of over 40,000 titles and an impressive artist roster.

They promote dance music around the world from their offices in Amsterdam, New York and London. Armada Music represents and cultivates the creative talents of some of the biggest players in electronic music, including Armin van Buuren, ARTY, Brando, Ferry Corsten, Loud Luxury, Sunnery James & Ryan Marciano and Tensnake. And Armada's goal is to be the best partner, from distributing and promoting their music, to developing and shaping a solid career, for these established and other artists in the electronic music genre.

There's a dynamic team of 90 international employees across Armada's Amsterdam HQ, London and New York offices who are always proactive, energetic and eager to think out of the box. This is a dynamic organization where lines are short and people like to move fast in a scale-up and entrepreneurial culture. At Armada, if someone sees an opportunity, they don't wait until others notice it too; they go out and seize it.



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Staying ahead of the game is crucial in any business, but especially in the rapidly evolving music industry. To maintain its leading position, future growth and success, Armada Music relies heavily on its massive community of artists, fans, listeners and partners that help the company bring music to the world. Their community includes more than six million followers – and counting – on key social media platforms Instagram, YouTube and Facebook. This online community is vital for the company’s success. They let Armada Music communicate directly with fans and followers, promote new releases, its artists and all things Armada, effectively.

The Head of Community & Platforms will expand and strengthen the company’s global community and all the relevant platforms that Armada Music engages with. Communities and platforms are continuously evolving, some more successfully than others. The metaverse, Web3, NFTs and Discord are also interesting developments and trends that the Head of Community & Platform must keep a close eye on. With so many options and opportunities, this role will make strategic choices about the most relevant platforms for Armada Music.



The Head of Community & Platforms must stay on top of the latest trends and developments in the world of artist-facing channels and platforms, including new ways to engage with the community and identify opportunities for growth. They will create a structured strategy to guide the company toward the most successful and rewarding community management level. This way, they will not only help foster the community, the artists and Armada Music, but also provide more value to them.

The ideal candidate is an experienced visionary with keen interpersonal and project management skills, as well as a clear strategic vision on how a fast-paced company like Armada Music should interact with its community. The Head of Community & Platforms will work closely with the marketing department and Brand Manager and spearhead the Social Media Team of five FTEs. They will report directly to the COO, Nadine van Bodegraven.

With a proven record in community and platform management, and a passion for ongoing developments and trends, the Head of Community & Platforms knows what is needed to take the community management to the next level and confidently leverage Armada Music's leading position in the field. ■



Interested? Armada Music is working with Top of Minds to fill this vacancy. To express your interest, please contact Ole Cohen at ole.cohen@topofminds.com.



“The Head of Community & Platforms will develop and implement the strategic plan to drive our growth and success. When it comes to communities and platform management, a lot has already been successfully established, but there’s also a great deal that needs to be built from scratch. That makes it both an exciting challenge, and a fantastic opportunity to have a great impact on Armada Music.”

Nadine van Bodegraven, COO