

SOLVING THE PROBLEM OF FOOD WASTE

OLIO is the world's only neighbour-to-neighbour food sharing app, and our mission is to solve the problem of food waste in the home & local community. We do this by connecting anyone with spare food – which can be households or local businesses – with neighbours living nearby who would like it. Globally, over one third of all the food we produce gets thrown away, which is worth over \$1 trillion. What few people realise however is that in the developed world, over half of all food waste takes place in the home, with the average UK family throwing away £800 of food each year - collectively adding up to £15bn. OLIO solves this with our award-winning mobile & web apps.

Over the past 3 years OLIO has grown from a local initiative in North London to a global movement. We now have over 950,000 users who have together shared well over 1.3 million portions of food – with food being successfully shared in 49 countries and counting. Underpinning this incredible growth has been our volunteer programme, with over 30,000 people reaching out to spread the word about OLIO in their local community and rescue unsold food. OLIO is now looking to grow our core team as we embark upon the next exciting phase in our journey.

JOIN OUR TEAM!

In order to accelerate OLIO to its next level in growth and impact, we are recruiting for a **PR & Social Media Manager**. You will report into Tessa Clarke and Saasha Celestial-One, OLIO's Co-Founders, and be working alongside our Community & Content Manager. This is an incredible opportunity to really define what PR & Social media can do for OLIO, and to enable us to get cut-through for our incredible mission and community.

In this role you will be responsible for:

- Managing OLIO's social media accounts on a day-to-day basis (primarily Facebook, Instagram & Twitter)
- Developing & implementing a clear PR and social media strategy/calendar that
 - Builds relations with core influencers & journalists
 - Leverages all the amazing OLIO content & stories within our community
 - Exploits key seasonal opportunities
 - Targets core user groups
 - Targets relevant use cases
 - Jumps on topical news opportunities
 - Amplifies relevant OLIO messages & news
- Supporting paid campaigns with a consistent & complementary social media & PR strategy
- Measuring & tracking the impact of our PR & social media activities
- Responding to in-bound PR enquiries and Q&A requests
- Entering OLIO into relevant awards competitions

Please note that we don't work with any PR agencies at this point in time, although we may in the future, therefore this role is responsible for all our PR & social media activities end-to-end. Once you have proven yourself you will have great freedom and autonomy, coupled with an enormous opportunity for personal development. All of our roles are remote and flexible working, however for London based team members there is the ability to co-work as well. We live for our mission, but like to have fun along the way!

IS THIS YOU?

Our ideal candidate will first and foremost be as passionate about our mission as we are! In addition to this, you will have the following experience and skills:

- A strong working knowledge of PR in a B2C environment, either agency or in-house
- Solid press relationships in the UK
- A track record of managing an organisational social media presence
- A creative and strategic thinker
- Excellent communication skills across all media
- A strong relationship builder with excellent interpersonal skills
- Experience using PR & social media management & analytics tools

And all OLIO team members share these attributes:

- A self-starter with a 'can-do' attitude
- Resourceful and creative
- A problem solver
- Thorough, able to move quickly and decisively but knowing when compromises make sense and when not
- A ruthless ability to prioritise
- Excellent communication skills
- Fun to work with 😊

HOW TO APPLY

Please send your CV, a link to some of your best work, and a covering email explaining why you are the right person for this role to careers@olioex.com. Please use the subject line – Application: PR & Social Media Manager.

No agencies please!