



## 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, at scale. We do this by connecting anyone with spare food – which can be households or food 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; and in a country like the UK half of all food waste takes place in the home. OLIO solves this problem with our award-winning mobile & web app.

Over the past 5 years OLIO has grown from a local initiative in North London to a global movement. We now have over 2.5 million users who have given away 10 million portions of food, in 54 countries. OLIOers have also given away 1.5 million household items in our non-food section; and the new 'MADE' section in the app which connects neighbours to sell home-made food and hand-made crafts, is growing extremely fast.

Underpinning OLIO's incredible growth has been our volunteer programme, with over 50,000 people reaching out to spread the word about OLIO in their local community. We also work with over 1,000 business locations across the UK via our [Food Waste Heroes Programme](#) to enable them to have zero food waste locations.

We have a bold ambition to have 1 billion OLIOers by 2030, given that reducing food waste has been identified by Project Drawdown as the #1 most important thing humanity can do to mitigate the worst effects of the climate crisis. Our work has been widely recognised, most notably by the United Nations who highlighted OLIO as a "beacon" for the world, and by Vivatech who awarded OLIO "Next European Unicorn".

## JOIN OUR TEAM!

In order to take OLIO to its next level in growth and impact, we are recruiting for a **Head of Revenues** to take responsibility for accelerating OLIO's existing revenue streams, and developing new ones.

In this role you will be responsible for:

- Managing 2 Business Development Managers to support them in maximising revenues from the Food Waste Heroes Programme
- Working with the product & marketing teams to maximise revenue growth from the freemium model, launching in Q1 2021
- Developing a strategy for scoping, prioritising and then unlocking one or more of the following potential revenue streams:
  - Sponsorship – With mission aligned brands, covering all OLIO assets which include email newsletters, social media, in-app GOALS, in-app badges etc
  - Group subscriptions – To the premium version of the OLIO app
  - Offers – From mission aligned national brands and/or local businesses to provide an in-app offers proposition
  - MADE – Building either a subscription or commission based model to unlock the potential of this section of the app
- Re-building & managing the financial models i.e. budget & forecasts
- Supporting the co-founders in future fundraising rounds (Series B)
- The initial focus will be on revenues in the UK, but the role has the scope to expand to include an international remit in due course.

This is an incredibly exciting time to join OLIO and help the company unlock our full revenue potential! Once you have proven yourself you will have great freedom and autonomy in this role, coupled with an enormous opportunity for personal development. OLIO is a remote-first company with an incredibly strong culture and was last year listed as a top 5 place to work by Escape The City. 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 likely have the following skills and experience:

- An extremely commercial sales leader, who is looking for a strategic but hands-on sales/revenue development role
- A strategic thinker who is able to prioritise effectively in order to quickly deliver results
- Strong excel and modelling capabilities
- Experience selling digital advertising & sponsorship packages to leading UK consumer brands
- Experience optimising the sales funnel for consumer digital subscription products
- Experience in banking/investment banking/PE/VC/consulting desirable
- Experience managing small teams and/or influencing across functions to deliver results
- Experience in driving a business from £1m to £10m+ revenues

And all OLIO team members share these attributes:

- Self-starters with a 'can-do' attitude
- Resourceful and creative
- Thorough, but able to move quickly and decisively
- A ruthless ability to prioritise
- Excellent communication skills
- Diverse (18 nationalities, 21% LGBTQT+, early 20s to 50+)
- Fun to work with 😊

#### **HOW TO APPLY**

Please send your CV and covering email explaining why you are the right person for this role to [careers@olioex.com](mailto:careers@olioex.com) with the subject line - Application: Chief Revenue Officer by Monday 11<sup>th</sup> January 2021.