



LIFECYCLE MARKETING MANAGER

UK / REMOTE / MARKETING / FULL TIME

ABOUT OLIO

OLIO is on a mission to get the world sharing more, caring more and wasting less. OLIO is an app that connects neighbours with each other, so food and household items can be shared, not thrown away. In just 5 years, OLIO has grown into a global movement with over 3.7 million users in 60+ countries, who have together shared over 20 million portions of food.

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 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

Working closely with the marketing and growth team, you will be responsible for creating and executing marketing strategies and automations that drive user engagement, transactional activity and growth across multiple audiences and markets.

You will be responsible for designing, implementing and maintaining effective end-to-end delivery of CRM campaigns across email, SMS and push, that drive user engagement, convert users into paid Supporters and mitigate churn.

You will work closely with key stakeholders across the business to optimise email and mobile messaging campaigns, and track performance metrics, optimising all our efforts through A/B testing along the way.

The salary for this role is **£38-42k a year** depending on experience.

ABOUT YOU

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

- 2-4 years of experience working in CRM & user lifecycle management
- Experience with CRM platforms (preferably Airship or Leanplum)
- Demonstrable knowledge of best practices and orchestration across different channels, including email, push notifications, and in-app modals
- Strong background in customer conversion, re-engagement and retention strategies
- Experience analysing marketing campaigns, running A/B tests, and providing actionable insights/recommendations for next steps



- Experience with data-driven design
- Proficiency in SQL and html
- 1 year+ experience in a mobile-first startup
- A keen eye for design: a sense of what makes a great looking campaign
- Excellent attention to detail and organisational skills
- Creative copywriting experience

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
- Fun to work with
- Right to work in the UK

HOW TO APPLY

Please complete a pre-screening survey [HERE](#) by May 5th.