



## CONTENT 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 5 million users in 60+ countries, who have together shared over 25 million portions of food and X household items.

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 Brand & Marketing team, you will be responsible for managing and executing OLIO's content marketing strategy, to help increase awareness, drive downloads, engage and inspire our community of OLIOers, and ultimately propel OLIO into the mainstream.

You will help build and execute a multi-channel content marketing strategy that will include everything from managing digital content campaigns and our editorial calendar, to creating videos, maintaining our website, writing long-form content for SEO, and contributing in-app based copy for new product features and incentives.

To help OLIO explode into the mainstream, you will be responsible for the end-to-end delivery of OLIO's awareness campaigns, from ideation to execution – so flair, creativity and imagination is a must. You will work closely with internal marketing, growth, product and design teams and externally with stakeholders, partners and businesses.

The salary for this role is **£35-40k a year** depending on experience. The position is remote, but you must have the right to work in the UK and there is a preference for being based in London for regular in-person coworking and collaboration.

This is an incredibly exciting time to join OLIO and help us unlock our full potential! 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!



## 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:

- 3-4 years of experience working in content marketing, preferably in a fast-growth startup environment
- Creative storyteller: you're able to write with flair and originality, with an ability to come up with new ideas for creative, highly-effective campaigns
- Detail-orientated: you're a grammar geek with excellent copywriting, editing and proofreading skills
- Tech-savvy: be a self-starter with experience in a broad spectrum of digital marketing
- Community-focussed: possess strong interpersonal skills and ideas to help build and engage our community of OLIOers
- Knowledge of SEO and understanding of performance and analytical tools
- Independent: you're resourceful and show initiative in your work
- Results focussed: approach everything you do with a data-driven mindset, executing content and campaigns with our core business KPIs in mind
- Flexible: you're able to multitask and undertake a diverse set of responsibilities in a fast-paced environment
- Eco-interests: you're interested in topics of sustainability and climate action

And all OLIO team members share these attributes:

- Mission-obsessed
- 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 45+)
- Right to work in the UK

## HOW TO APPLY

Please complete [this pre-screening survey](#) by Monday 27th September. We won't be responding to applications until after this date.