



## 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 6 years OLIO has grown from a local initiative in North London to a global movement. We now have 5 million users who have given away 32 million portions of food, in 59 countries. OLIOers have also given away 3 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 70,000 people reaching out to spread the word about OLIO in their local community. We also work with over 4,500 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!

To help take OLIO to our next level in growth and impact, we're recruiting for a **Head of Customer Insights** to ensure that insights about OLIO's customers (app users, volunteers and business clients) are at the heart of everything we do, and to ensure we keep pace with the fast moving competitive, and complementary, market landscape. The Head of Customer Insights will report into OLIO's Chief Brand Officer (who reports into the CEO) and work across the entire organisation.

Over the next 2.5 years, we will be growing OLIO

- Team from 40 to 150+
- Revenue from £2.5m ARR to £20m+ ARR
- Community from 5 million members to 25+ million, and 5+ million listings per month
- From a presence in a small handful of markets to a dozen international markets

In this global role you will be responsible for:

- Owning our user personas and building strong relationships across the organisation to instil a customer centricity in everything we do, ensuring it drives the thinking and decision making of every team.
- Undertaking regular user surveys both in-app and via email, to gather insights as to why people start using OLIO, why they continue using OLIO, and why they stop using OLIO. Use these insights to suggest how we can improve our products, services and marketing communications
- Undertaking research with people who have yet to join OLIO to understand their barriers and what we could do to overcome them, in both the UK and in our target international markets
- Providing guidance to any colleagues wanting to undertake user research, and ensuring they structure their research in a way that's objective and effective. Managing the delivery of all in-app surveys, including our ongoing c-sat surveys - from design and building, to analysis and reporting
- Co-ordinating and participating in virtual 1:1 meetings with our users to get rich qualitative insight about specific topics
- Mining the 'forum' section of the app and implementing a process to ensure all new insight about our product & communications is channelled to the right person
- Managing focus groups and bespoke research either directly and/or via an agency, as required

- Producing data and insights to proactively feed to our international PR agencies who can craft media-interest angles and stories. Be the internal point person when our PR agencies are seeking specific case studies or data
- Undertaking regular surveys with our corporate clients to ensure the Food Waste Heroes Programme is meeting & exceeding their needs, and making recommendations for product & service improvements
- Managing relations with our brand tracking agency and ensuring we undertake brand tracking surveys at the appropriate points to monitor our brand health
- Maintaining a repository of market research reports & data, plus information about our competitors, colleagues and government initiatives in the food waste/sustainable living/hyper-local/marketplace spaces, and circulating insights and 'so whats' in a systematic and structured way to the rest of the business
- Providing other support to the brand marketing-function as required
- Working closely with the BI team on joint initiatives and combining quantitative data with qualitative insights
- Recruit a direct report to support you in this role, when the time is right

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!

### 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 attributes:

- At least 5 years' experience in a similar role ideally within an international company and/or in a start-up that has scaled and/or in a professional research agency
- Strong background in the theory and practice of market research, including quant, qual and ethnography
- Excellent problem solving and analytical skills
- Excellent written and verbal communication skills – an ability to distil the 'so what' from lots of data, and to influence and inspire people to become passionate about our customers
- Strong organisational skills and ability to manage multiple projects adhering to logistics, timescales and deadlines
- An outstanding relationship builder across multiple functions
- Ideal: professional working proficiency in Spanish

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+)
- 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 [natasha@missiondriventalent.co.uk](mailto:natasha@missiondriventalent.co.uk) with the subject line "Application: Head of OLIO Customer Insights" by Friday October 29<sup>th</sup>.