



## 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 5 million users who have given away 25 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 50,000 people reaching out to spread the word about OLIO in their local community. We also work with over 2,500 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 Vivatch who awarded OLIO "Next European Unicorn".

## JOIN OUR TEAM!

In order to take OLIO to its next level in growth and impact, we're recruiting for a **Head of CRM** to take responsibility for creating a best in class global CRM function. This position will be part of OLIO's Growth & Engagement team and will report into our Growth & Engagement Director.

In this role you will be responsible for:

- Creating and developing a CRM strategy, working closely with a team of Growth Managers in the UK and Mexico to continuously test and optimise user journeys inside and outside of the OLIO app to drive loyalty and engagement
- Developing user segmentation and developing segmentation-led journeys across channels, ensuring that all OLIOers across the globe experience the core value proposition
- Ensuring email deliverability and ensuring all CRM activity is compliant and managed in accordance with internal policies, with emphasis on understanding and applying GDPR requirements
- Own all supplier relationships
- Developing a go to market playbook for entering new markets
- Working closely with the Brand Marketing and Product teams to build a robust communications strategy

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 skills and experience:

- An experienced CRM leader in a consumer facing mobile app
- Obsessive about the user experience and optimising for the right level of communication across multiple touch points
- Extremely data driven, with an ability to take data and insights and build new tests
- Ability to take complex information and produce concise, coherent reports to convey meaningful and useful insights and make recommendations
- Comfortable working on a journey building CRM tool such as Airship



- Experience managing small teams and/or influencing across functions to deliver results
- Commercially minded, with the ability to find the right balance between user experience and monetisation
- Strong experience of running a/b and multivariate tests

You may also have the following experience which is desirable but not mandatory:

- Experience in scaling performance marketing in a business
- Experience in a start-up and scale-up environment
- Experience using Airship
- Experience working in different countries and understanding regional and cultural differences in CRM
- Experience with SQL
- Spanish language proficiency

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+)
- 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: Head of CRM by Monday 10th January 2022.