



SOLVING THE PROBLEM OF WASTE

OLIO is a free app that exists to tackle the enormous problem of waste in our homes & local communities. We do this by connecting neighbours with each other so that surplus food and other household items can be given away, not thrown away; and so that everyday things can be lent & borrowed, instead of bought.

In addition to neighbours to neighbours exchanges, OLIO's **Food Waste Heroes Programme** enables food businesses (supermarkets, contract caterers, corporate canteens, quick service restaurants, dark warehouses, schools etc) to have zero food waste locations. This is thanks to our team of 35,000+ trained volunteers who redistribute surplus food to the local community via the OLIO app, all underpinned by our world-first technology and food safety management system. Our clients include Tesco, Pret a Manger, Booker, Compass Catering and many more; we are active in the UK and Ireland, and expanding as we speak to Singapore and Mexico.

OLIO has recently passed some major milestones including 5 million people having joined our community, and the environmental impact of their sharing has been equivalent to taking 100 million car miles off the road, and 5 billion litres of water have also been saved.

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 are recruiting for a **Marketing Manager** for our Food Waste Heroes Programme to lead the B2B and volunteers marketing strategy. The Marketing Manager will join the Food Waste Heroes (FWH) team working with businesses and volunteers to save food from going to waste and will report into the Managing Director of the FWH programme.

In this role you will be responsible for:

- Creating and developing a B2B marketing strategy, working closely with the food waste hero commercial team, the brand marketing team, and the growth and engagement team;
- Owning volunteers marketing (from engagement events to the online journey) with the aim of recruiting and retaining volunteers at scale and creating top quality volunteers experiences;
- Working closely with the CRM team to develop our email marketing approach, ranging from lifecycle journeys to ad hoc campaigns for businesses and volunteers;
- Owning our thought leadership on LinkedIn and other channels;
- Securing event and conference marketing and speaking opportunities;
- Owning PR and comms for the food waste heroes programme and ensure a constant stream of editorial and trade press articles.

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, this role requires an analytical and entrepreneurial individual who can lead on projects with minimal guidance. This person is a self-starter, a keen problem-solver, and someone who does not mind getting involved with everything from design, photography, analytics, whatever it takes to drive growth and retention for our businesses and volunteers.

you will have the following attributes:

- 3+ years experience in a marketing role (ideally in B2B) and experience with both online and offline marketing;
- Self-starter and pro-active - You have a bias towards action and can thrive in a fast-paced, constantly changing work environment;
- Curious - You always look for ways to innovate and improve;
- Entrepreneurial - You crave responsibility and want to shape the vision and direction of the company;
- Data-driven and highly analytical - You are passionate about solving difficult business problems and telling the story behind the numbers;
- Great communicator - You are an excellent communicator and can influence, motivate and create alignment among people at all levels across a variety of job functions.
- Exceptional project management skills - You love coordinating multiple people across various functions to achieve a final ambitious end goal.

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 with the subject line "Application: Marketing Manager" by Monday 24th January 2022.