



## **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 Marketing (ES markets)** to lead all brand marketing activity across Spanish-speaking OLIO markets. Today these markets are Mexico, Argentina, Chile and Colombia. The role will report to the Chief Brand Officer.

Over the next 2.5 years, we will be growing OLIO

- Team from 60 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 role you will be responsible for:

- Devising and executing a brand marketing strategy to deliver against business growth objectives in each of our Spanish-speaking markets (“ES”)
- Leading and coordinating a marketing manager and exec team to hit the ES markets’ goals
- Owning the ES marketing budget and ensuring delivery of a clear ROI on spend
- Planning and implementing an annual calendar of multi-channel (ATL, PR, socials, email, content) campaigns to grow OLIO brand awareness and consideration through a rigorous data-driven approach
- Testing and launching new channels systemically to expand and diversify our marketing mix
- Working closely with the Head of Customer Insights to build a customer-centric culture within the team, ensuring the ‘so what’ from market insights are actioned into optimised marketing activity
- Building a strong relationship with the analytics team to embed systems and processes around measurement and data-driven decision making into the marketing team
- Partnering closely with the Director of International Expansion to plan and deliver successful new ES market launches
- Ensuring brand positioning and comms are always tailored effectively to the specificities of each market you oversee

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:

- A highly competent marketer with hands-on experience at a digital consumer brand or marketplace business
- Fluent in Spanish, with a deep cultural understanding of LATAM markets
- Experience managing multi-million pound marketing budgets across brand marketing channels, especially ATL and owned channels
- Experience of running and tailoring campaigns across multiple international markets with notable cultural differences (direct experience in Spanish-speaking markets essential)

- Highly adept at working with quant data and qual insights to inform decision making at both a strategic and tactical level
- Deep experience with marketing performance and analytics tools
- Experience managing small teams and/or influencing across functions to deliver results
- Experience in a start-up and scale-up environment (preferred)
- Data-driven and measurement-obsessed: you approach your craft like a performance marketer
- Strategic in your approach but truly energised delivering impact and results
- Team player who is highly proactive, with a bias towards action, moving quickly and getting things done
- Strong people and project management skills

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 Marketing (ES Markets)" by January 14<sup>th</sup>.