



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 40 million portions of food, in 62 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 take OLIO to the next level, we're recruiting for a copywriter to execute on all English copy needs for the business and help craft our voice as we embark on our mission to build the next iconic sustainability brand. The role will report to the Head of Marketing for English-speaking markets, and lead on copywriting for the marketing, growth and product teams.

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:

- Concepting and executing on copy for all owned brand channels and communications: from our website to our newsletters and social channels
- Developing copy for ad creative, be it big ATL brand-led campaigns or performance-driven retargeting creative for paid social
- Producing UX copy for the product, working closely with our Heads of Product and Product Design
- Producing all FAQ copy, working closely with our Customer Success team
- Collaborating with the Chief Brand Officer, and your fellow Spanish-speaking copywriter, on establishing a differentiated brand voice and personality through every piece of copy we put out
- Creating a copy team identity with your fellow Spanish-speaking copywriter to inspire a passion for immaculate copy standards and the nuances of tone across the business
- Establishing a structured, orderly process and prioritisation framework around copy production to meet the needs of the business
- Recruiting, onboarding and managing a freelance copywriter pool as necessary for specialist briefs (e.g. long-form editorial or SEO content) or in periods when copy requirements exceed in-house capacity
- Working closely with the Head of Customer Insights to really get into the mindset of our audience — writing every piece of copy with our target audience in mind, and continually testing and iterating on the form and content of how we express ourselves as a brand to ensure we have tight language/market fit
- Collaborating with our International Expansion team to rigorously identify consumer differences between markets, so we can tailor how we talk as a brand to the nuances of each culture

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 skilled copywriter with the talent to develop and deploy a coherent brand voice in a variety of styles and tones, depending on the context

- Adept at managing processes around copy production at scale, for multiple different stakeholders
- Experience of producing copy for a range of applications, from UX copy for digital products and short-form performance marketing ad copy, to brand-led communications and longer-form content
- Experience writing copy for a brand or publication with a distinct, differentiated voice
- Naturally curious about what data and insight can do to help inform a deeper understanding of our audience and what copy is and isn't resonating
- Experience in a start-up and scale-up environment (preferred)
- Strategic and brand-led in your approach but energised about delivering impact and results
- Team player who is highly proactive, with a bias towards action, moving quickly and getting things done
- Strong people and organisational 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, 2-3 examples of your work and a covering email explaining why you are the right person for this role to natasha@missiondriventalent.co.uk with the subject line "Application: Copywriter (English)".