

The OLIO logo consists of the word "OLIO" in a white, sans-serif font, positioned to the left of a graphic of three oranges. The oranges are arranged in a cluster, with one at the top and two below it. Each orange has a green leaf and a white label with black text. The top orange's label says "Share more.", the middle one says "Waste less.", and the bottom one is partially obscured. To the right of the oranges are two small icons: the Google Play logo and the Apple App Store logo.

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 7 years OLIO has grown from a local initiative in North London to a global movement. We now have just under 5 million users who have given away 34 million portions of food, in 60 countries. OLIOers have also given away 3 million household items in our non-food section.

Underpinning OLIO's incredible growth has been our volunteer programme, with over 75,000 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 recognized, most notably by the United Nations who highlighted OLIO as a "beacon" for the world, and by Vivatech who awarded OLIO "Next European Unicorn".

<https://olioex.com/about/our-impact/>

JOIN OUR TEAM!

To help take OLIO to our next level in growth and impact, we're recruiting for a **Marketing Executive** to ensure support on all English marketing needs for the business and help craft our voice as we embark on our mission to build the next iconic sustainability brand. The Marketing Executive will report to the Marketing Manager for English-speaking markets, and support on campaigns, copy, branding and more.

Over the next 2.5 years, we will be growing OLIO

- Team 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:

- Supporting the efforts of the Marketing team as a whole to produce exciting and relevant campaigns to grow awareness of the OLIO brand
- Reporting directly to the Marketing Manager and working closely together to design and deliver best-in-class marketing activations and hit our team's KPIs
- Supporting campaign ideation and execution across content marketing, email marketing, PR comms, influencer marketing and more
- Taking ownership of content creation, research or sourcing in-line across different channels
- Creating unique and trend-informed content for our social channels, including TikTok, IG and Facebook

This is an incredibly exciting time to join OLIO and help us unlock our full potential! OLIO is a remote-first company with an 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 1-2 years experience working in marketing, ideally within a startup environment
- Proven track record of driving business growth with brand marketing campaigns across channels including socials, emails, content, PR and influencer marketing
- Results-focused and meticulous with your numbers and metrics
- Great organisational and project management skills
- Strong copywriting skills and ability to work with creative talent and designers
- A finger on the pulse when it comes to the latest marketing innovations and the movers and shakers in the sustainability brand space
- A keen appetite for learning, highly self-motivated
- A team player who is highly proactive, with a bias towards action, moving quickly and getting things done
- Excellent people and communication 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 with the subject line "**Application: Marketing Executive**" by 11th May 2022.