



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".

JOIN OUR TEAM!

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

In this role you will be responsible for:

- Creating and developing CRM campaigns, working closely with the Head of CRM and 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
- Leveraging data and insights to identify users segments and developing segment-led campaigns across multiple channels (email, push, in-app) while ensuring that all OLIOers across the globe experience the core value proposition
- Taking ownership of the plan, execution, measurement and analysis of CRM campaigns
- Supporting our supply team with co-marketing activities with our B2B partners and ad-hoc journeys for our segment of volunteers
- Working closely with the Brand Marketing and Product teams to execute CRM campaigns

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:

- Experienced CRM manager across multiple channels (email, push, in-app)
- Extremely data driven, with an ability to take data and insights and build reports and develop new test ideas
- Excellent planning, organisational, and time management skills and an ability to prioritise effectively within a fast-paced environment

- Strong experience of running a/b and multivariate tests
- Comfortable working on a journey building CRM tool such as Airship
- Excellent communication skills to support different stakeholders

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

- 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
- 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 natasha@missiondriventalent.co.uk with the subject line - "Application: CRM Manager" by the 20th of May.