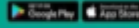




OLIO



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 and we have recently launched the Food Waste Heroes programme in Singapore.

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 accelerate OLIO to our next level in growth and impact, we are recruiting for a **Singapore Marketing Manager**. You will take the lead on planning and executing OLIO's marketing activity in Singapore.

Over the next 2.5 years, we will be growing OLIO's:

- Team from 100 to 200+
- Revenue from £2m ARR to £20m+ ARR
- Community from 5 million members to 25+ million, and 5+ million listings per month
- Presence in a small handful of markets to a dozen international markets

In this role you will be responsible for:

- Working closely with the Singapore country lead to develop a brand marketing strategy to deliver on business growth objectives in Singapore
- Planning and implementing a calendar of multi-channel campaigns (across PR, socials, influencers, email, content, and at some point, ATL) to grow OLIO brand awareness and consideration, using a rigorous data-driven approach
- Lead the execution of the marketing component of local partnerships (such as co-marketing partnerships with local brands or PR activations)
- Testing and launching new channels to expand and diversify our marketing mix
- Collaborating with the Food Waste Hero marketing manager to build and execute a business marketing strategy for Singapore
- Consolidating and documenting learnings from local Singapore marketing campaigns to share wider global team
- Executing local community engagement and marketing initiatives (including events and on-the-ground activities)
- Leading on and driving social content creation



OLIO

Once you have proven yourself you will have great freedom and autonomy, coupled with an enormous opportunity for personal development. OLIO is a remote-first company and our culture allows us to work together efficiently, effectively, and autonomously while still feeling connected with your colleagues.

PS We live for our mission, but we 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 experience and skills:

- A highly competent generalist marketer with 3+ years of hands-on marketing experience at a digital consumer brand or marketplace business
- Experience of building and executing marketing campaigns in Asia (Singapore preferred)
- Experience of executing and tailoring campaigns for new market entry
- Team player who is highly proactive, quick to execute, happy to 'get their hands dirty' and get things done
- Comfortable with analysing numbers and using them to inform your decision making 'you approach your craft like a performance marketer
- Strong project management skills
- Truly energised by executing campaigns and delivering impact and results
- Experience with marketing performance and analytics tools (preferred)
- Experience in a start-up and scale-up environment (preferred)
- Capable of working with data and insights to inform your strategy
- Has right to live and work in Singapore (Singapore Citizen/Permanent Resident)

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: SG Marketing Manager