



## **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**

Having closed Series B in mid 2021, and with our eyes on the next level of growth and impact, we're scaling fast! Over the next 2 years, we will be growing OLIO...

- From a team of 60 to 150+
- From revenues of £2.5m to £20m+ ARR
- From a community of 5 million members to 25+ million
- From a presence in a small handful of markets to a dozen international markets

## **In order to help us get there, we're recruiting for a Senior Graphic Designer.**

This is a lead role within the OLIO Brand & Marketing team, particularly as we're on the cusp of a major brand refresh. You'll play a key part in shaping our creative direction and rolling out the new visual identity of OLIO across all brand creative: from big splash OOH ads to the look and feel of our social posts and the physical assets we give our community of volunteers to spread the word about OLIO.

As well as managing an in-house part-time designer, you will also co-ordinate the production of creative assets with specialist external freelance talent across photography, video, motion graphics and illustration, as and when it's required. The role reports directly into the Chief Brand Officer.

The role is remote-first, although we have regular functional off-sites, in-person and virtual company socials. We have an incredibly strong culture and, last year, were listed as a top 5 place to work by Escape The City.

## **RESPONSIBILITIES**

In this role you will be responsible for:

- Owning the creative direction and driving the creative output of the OLIO brand across every visual touchpoint beyond our app (responsibility for the app itself sits within our Product Design team)
- Ensuring the successful roll-out of our new visual identity from July onwards across our entire brand ecosystem
- Being the guardian of our brand guidelines and ensuring it's a living document across the business
- Collaborating closely with our Product Design team to ensure a coherent and consistent identity for OLIO across our app and every other brand touchpoint
- Leading (and eventually growing) a team of in-house designers and external freelancers to deliver world-class creative work across digital and physical mediums
- Pushing an exceptional level of craft with the highest design standards and attention to detail
- Supporting and coaching the wider business to ensure everything we put out into the world looks and feels 'on brand', and is delivered to a high standard
- Role-modeling and applying design-thinking to the wider business and marketing challenges
- Playing a leadership role in building OLIO into an iconic sustainability brand, bringing strong conceptual and strategic foundations to every piece of brand expression, large or small

## 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 talented graphic designer with multiple years of experience at a prestigious agency or design-led consumer brand
- A portfolio of world-class creative work and a passion for iconic brand design
- High level of skill in design programs (InDesign, Illustrator, Photoshop, Figma) and an understanding of peripheral design processes (i.e. art direction and film/stills production, print production)
- Experience in 3D, animation, video editing and interaction design a bonus
- Adept at managing different types of creatives to deliver work of exceptional quality
- Team player who is highly proactive, with a bias towards action, moving quickly and getting things done
- Strong people and communication skills: adept at influencing and inspiring a variety of people, from creatives to data-driven marketers
- Excellent project management skills: comfortable managing multiple stakeholders and coordinating multiple creative production processes at once

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: Senior Graphic Designer".