



OLIO

SOLVING THE PROBLEM OF HOUSEHOLD WASTE

OLIO is the world's only neighbour-to-neighbour food sharing app, and our mission is to solve the problem of waste in the home & local community, at scale. We do this by connecting anyone with spare food or household items – which can be individuals 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.

OLIO has been awarded official B Corp Certification, which means that we are a company that's legally committed to high standards of social and environmental performance, transparency, and accountability.

Over the past 7 years OLIO has grown from a local initiative in North London to a global movement. We now have over 6 million users who have given away 67 million portions of food, in 62 countries. OLIOers have also given away 6.5 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 **Consumer Insight Manager** to ensure that the consumer (both OLIO users and future customers) sits at the heart of every decision that we make at OLIO. We need help understanding why consumers think and behave in the ways they do, how this relates to our market and broader category, and what we should do to act on it. The Consumer Insight Manager will report into the Head of Consumer Insight. The role lives in the Brand & Marketing team, but will be working cross-functionally with stakeholders across the entire organisation.

In this role you will be responsible for:

- Owning how we define the OLIO customer, helping the business understand who our target consumer is, what they want, and what changes we should make to capture more of them
- Managing quant and qual research projects independently from start to finish, calling for agency support where required
- Leading our Customer Experience measurement programme, using metrics like CSAT and NPS to inform Product and Ops changes that improve the OLIO experience
- Undertaking research with current users to understand how to retain them and increase their sharing frequency
- Supporting the Head of Consumer Insight in helping the business focus on the most pressing consumer problems and opportunities
- Launching OLIO's Consumer Centricity programme to keep the whole business abreast of the issues that matter most to consumers

- Developing strong relationships with teams across Brand & Marketing, Growth, Product, and Business Intelligence, ensuring that consumer insight is built in to their plans and projects
- Guiding and supporting team members who want to run their own light research projects independently

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 listed as the top 4th best place to work by [Escape The City 2022](#), and in late 2022 OLIO was awarded official B Corp Certification, which means that we are a company that's legally committed to high standards of social and environmental performance, transparency, and accountability.

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:

- 4-5 years experience in a similar Insight/Strategy role, ideally within a tech or start-up environment client-side, research agency, or creative/media agency
- Strong proficiency in both quantitative and qualitative research methods, with the ability to run surveys, brand tracking, in-depth interviews, and focus groups independently
- Experience managing research agencies, or a strong understanding of how agencies work
- Excellent communication and storytelling skills, both written, verbal, and presenting to a large audience - with an ability to distil the 'so what' from data noise, and influencer stakeholder decisions
- Very strong organisational skills, with the ability to manage and prioritise multiple projects simultaneously

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
- Fun to work with ☺

At OLIO we boast a diverse team, with team members of 28 nationalities, ages ranging from early 20s to 45+ and a strong female presence in the company (59%). Our team members come from a range of ethnic backgrounds (24%), as well as team members from the LGBTQ+ community (29%), and those who identify as neuro-divergent (38%) and disabled (6%). We are part of the [All-In Promise](#), and we are committed to keep this going as we grow, and encourage people from all backgrounds to apply.

HOW TO APPLY

Please send your CV and covering email explaining why you are the right person for this role to matt.white@olioex.com with the subject line "**Application: Consumer Insight Manager**" by **November 27th**.