



ENDING WASTE, ONE SHARE AT A TIME

Olio is a sharing app for local communities. We're on a mission to solve the climate crisis by ending waste, one share at a time. The app offers a simple solution to surplus stuff — by enabling households and businesses to pass on unneeded or unsold items to someone local who'd value them. In the beginning, we fought food waste. Today, we fight anything going to waste.

The stats on waste are stark. To take just 2 examples: 50% of the clothes in our wardrobes are never worn; and over 1/3 of the food we produce globally gets thrown away (half of that happens in the home). Olio tackles this problem by empowering us all to be part of the solution. We believe that sharing has the power to transform us as individuals, our communities and the future of the planet. That's why Olio isn't just an app fighting waste — it's a movement for optimism.

Over the past 7 years Olio has grown from a local initiative in North London to a global movement. We now have over 6.5 million users who have given away 86 million portions of food and 8 million household items in 62 countries.

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](#) — including Tesco, Pret, Costa and Iceland — to enable them to have zero food waste locations.

We have a bold vision to build the future of consumption — which is hyper-local and sustainable — and reach 1 billion Olio-ers by 2030. Our work has been widely recognized, most notably by the United Nations who highlighted Olio as a "beacon" for the world, and by Vivattech who awarded Olio "Next European Unicorn".

JOIN OUR TEAM!

To help take Olio's growth and impact to the next level, we're recruiting for a **CRM Manager** to take responsibility for creating best-in-class CRM campaigns for our growing user base of Olio volunteers (also called [Food Waste Heroes](#)). This position is a brand new role that sits within 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 for Olio volunteers (Food Waste Heroes), working closely with the Head of CRM and the Food Waste Heroes Programme Operations and Marketing teams to build, test and optimise user journeys to drive engagement and long term retention
- Leveraging data and insights to identify users segments and developing segment-led campaigns across multiple channels (email, push, in-app) to reduce inefficiencies and build new automations
- Taking ownership of the strategy, execution, measurement and analysis of CRM campaigns for Olio volunteers
- Working closely with the Volunteers Product team to execute CRM communications
- Supporting our B2B Marketing team with co-marketing activities for our clients of Olio's Food Waste Heroes Programme
- Sharing campaign insights and best practice with the Food Waste Heroes Programme Marketing team

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](#).

IS THIS YOU?

Our ideal candidate will first and foremost be as passionate about our mission as we are! In addition, you will have the following attributes:

- Demonstrable CRM experience with a history of ownership across multiple channels (email, push, in-app)
- Extremely data driven, with an ability to take data and insights and build reports and then develop and implement 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 multivariant tests
- Comfortable working on a journey building CRM tool such as Airship
- Excellent communication skills to support different stakeholders
- Right to work in the UK

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

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 ☺

We boast a diverse team: with 28 nationalities, across an age range that spans early 20s to 45+, with 24% identifying as coming from a lower economic background, and a strong female presence in the company (59%).

Our team members come from a range of ethnic backgrounds (24%), as well as 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 to giovanni.zacchia@olioex.com with the subject line "Application: CRM Manager" by the 30th of January 2023. The covering letter should explain how your experience fits with this role (mention of projects from your past experience) and how you're aligned with Olio's mission to fight waste (we're looking for candidates who feel as passionately about our mission as we do).