



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 our waste problem 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 the 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 Vivatech who awarded Olio "Next European Unicorn".

JOIN OUR TEAM!

To help take Olio to the next level in terms of both growth and impact, we're recruiting for a Junior Marketing Manager.

To achieve our mission, we need a fundamental shift in the way people behave around items they don't need — and marketing is one of our most powerful weapons in effecting this change. There isn't a blueprint we can lift and follow; what we're trying to do is different, and requires a bespoke, innovative approach. The Junior Marketing Manager will play a key role in the development and execution of that approach, reporting into the Marketing Manager as part of the broader Brand & Marketing Team. This role will also work cross-functionally with a number of other teams, most notably Growth.

You will be responsible for:

- Managing the process of creating marketing assets for a variety of channels and touchpoints from CRM to paid social, working with external freelancers such as designers and photographers as required.
- Owning our influencer activity, which means helping shape the strategy and approach, managing the relationship with influencers from recruitment through to content production, and reporting back on the results.
- Owning the process of sourcing user stories from our user base, and turning them into engaging motivating content that we can use across multiple channels.
- Acting as campaign-owner on smaller campaigns, and supporting the Marketing Manager on bigger ones.
- Updating the new (soon-to-launch) Olio website to reflect the latest information, strategy and messaging.
- Supporting the rest of the Brand & Marketing leadership team in shaping the overall marketing strategy, from messaging through to channel-selection and calendar planning.
- Working closely with our B2B marketing team to execute co-marketing activity through our existing food business partners.
- Working with our PR agency to deliver a steady stream of on-brand, on-strategy PR coverage.
- Supporting the Head of Marketing or Marketing Manager on the development of TV and YouTube Pre-roll video production, as required.

IS THIS YOU?

Our ideal candidate will be passionate about our mission to reduce waste as we are, and would have the following attributes:

- 2-4 years of experience in a marketing executive or junior marketing manager role, or as an account executive or junior account manager in a marketing/advertising agency.
- Experience working in or with a tech company or start-up.
- Superb organisational and project management abilities, with a great eye for detail.
- Good creative instincts, and an ability to effectively manage and communicate with creative people such as designers, photographers and copywriters.
- Comfortable around numbers, able to use them to make judgements on marketing effectiveness quickly and clearly.
- Good instincts around people and consumer behaviour, able to put themselves in the shoes of the consumer, and use consumer insight to better understand what's driving their decisions.
- Ambitious and motivated. This role would suit an ambitious junior looking to take the next step in their career in a high-performing but supportive team and company.

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 team members of 28 nationalities, 24% who identify as coming from a lower economic background, ages ranging from early 20's 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 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 fill in [this form](#). If you have any issues submitting the form or need to contact us, please email us at people@olioex.com.