

A BIT ABOUT Olio

For people:

Olio is a sharing app for local communities, on a mission to fight waste.

Olio makes it easy to pass on the things you no longer need — from food to furniture, and clothes to books — to people who live nearby. You take a photo of your item, add it to the app, and wait for someone to request and collect it.

For businesses:

Olio also works with businesses to redistribute their unsold or unserved food, through our Food Waste Heroes Programme.

We pair trained volunteers with local shops, restaurants, cafes and offices, who pick up whatever food is left at the end of each day. They then add it to the app for people living nearby to request and collect.

That way, we get spare food on tables, rather than it going in the bin.

Olio is growing:

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. These Olio-ers have given away 6.5 million household items in our non-food section, too.

We also work with over 4,500 business locations across the UK via our Food Waste Heroes Programme, helping them get to zero food waste across their operations. This is powered by our network of 75,000+ volunteers.

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 Vivatch who awarded Olio "Next European Unicorn".

JOIN OUR TEAM!

A bit about the role:

To take Olio to our next level in growth and impact, we're recruiting for a **B2B Marketing Executive**. You'll be supporting on Demand Generation and Customer Marketing for Olio's Food Waste Heroes Programme, helping us to speed up our Enterprise sales cycle and nurture key relationships.

The B2B Marketing Executive role will report into our B2B Marketing Manager. The role lives in the B2B Marketing Team within the Food Waste Heroes Programme Team, but will be working cross-functionally with stakeholders across the entire organisation (including our Sales team, CRM team and Account Management team).

In this role, you'll be responsible for:

- Supporting with demand generation for the Food Waste Heroes Programme, including:
 - Managing and maintaining Olio's website, including associated lead nurture sequences and email Marketing campaigns in Pardot (Salesforce)

- Co-ordinating Olio's presence at events (both in-house and external)
- Executing on Account-based Marketing (ABM) account strategies
- Creating engaging sales collateral and content for prospective clients, to share in emails, host on our website or via social media
- Running social media for Olio's Food Waste Heroes programme
- Looking after co-marketing with existing clients, including:
 - Managing co-marketing relationships with existing smaller clients, leading quarterly meetings/check-ins
 - Managing PR and press releases for new clients that come on board
 - Managing joint campaigns we work on with existing clients
 - Working closely with Account Managers to keep track of important milestones with clients, marking them with campaigns and announcements on social media

Who you'll be working with:

This role will report into our B2B Marketing Manager, Cozzi.

You'll also be working with:

- **Food Waste Heroes Programme Sales Team (Sales Development Reps and Business Development Managers):** on building prospecting emails, creating required sales collateral, and executing on ABM account strategies
- **CRM and Growth Team (Food Waste Heroes CRM Manager):** On building Marketing campaigns, both for new business and for upsell to our customer base
- **Food Waste Heroes Programme Account Management Team (Account Managers):** On upsell campaigns and collateral

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. In late 2022, Olio was awarded official B Corp Certification, which means that we're legally committed to high standards of social and environmental performance, transparency, and accountability. This is an incredibly exciting time to join Olio and help us unlock our full potential!

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:

- Proven experience in a similar B2B Marketing role, ideally within a tech/B2B SaaS start-up environment
- Very strong organisational skills, with the ability to manage and prioritise multiple projects simultaneously
- Obsessed with data, always looking to uncover what's driving the best results, and sharing insights with the wider team
- A quick learner who embraces challenges and enjoys the pace of a scaling company
- A self-starter who can work independently, taking full ownership
- Experience working with a Marketing CRM like Hubspot, Pardot or Marketo
- Can change tact where needed; adjusting strategy in order to deliver the right results
- Track record of delivering results in collaboration with cross-functional teams
- Demonstrable passion for Olio's mission
- A commercially aware and results-focused Marketer looking to build your career in a company that values people who want to be bold and make things happen

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 a short cover letter (around 500-600 words) to careers@Olioex.com with the subject line “Application: B2B Marketing Executive” by 30th January 2023. We’d love it if your cover letter could focus on:

- **How your experience fits with this role**
 - You could share examples of successful B2B lead generation campaigns you’ve worked on, how you’ve worked together with Sales teams to help them hit their targets, or any customer Marketing campaigns you’ve supported on
- **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, so feel free to share anything (at work or outside of work) that you think demonstrates this