



Job title:

B2B Marketing Executive | Olio's Food Waste Heroes Programme

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 7 million users, who have given away 103 million portions of food, in 62 countries. These Olio-ers have given away 9 million household items in our non-food section, too.

We work with over 4,500 business locations across the UK via our Food Waste Heroes Programme, helping them eliminate food waste across their operations. This is powered by our network of 90,000+ volunteers.

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 take Olio to our next level in growth and impact, we're recruiting for a B2B Marketing Executive. You'll be supporting on lead generation, CRM, volunteer marketing and client marketing for Olio's Food Waste Heroes Programme.

This B2B Marketing Executive role will report into our Senior 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, Account Management and Volunteer Operations teams).

In this role, you'll be responsible for:

- Supporting with lead generation for the Food Waste Heroes Programme, including:
 - Managing and maintaining the B2B sections of Olio's website
 - Creating engaging content and sales collateral for prospective clients, to share in emails, via social media, or host on our website
 - Co-ordinating Olio's presence at events (both in-house and external)
 - Running social media for Olio's Food Waste Heroes programme
- Owning email and volunteer marketing
 - Owning lifecycle journeys and ad hoc comms for Olio volunteers (known as Food Waste Heroes)
 - Owning lifecycle journeys and ad hoc comms for Olio's existing B2B clients
- Looking after co-marketing with existing clients, including:
 - Creating and managing client co-marketing material
 - 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

This is an incredibly exciting time to join Olio and help us unlock our full potential! Olio is a remote-first company with a fantastic 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.



Who you'll be working with:

- This role will report into our Senior B2B Marketing Manager, Cozzi.
- You'll also be working with:
 - Sales Team (Sales Development Reps and Business Development Managers): on building prospecting emails, creating required sales collateral, and executing on ABM account strategies
 - Account Management Team (Account Managers): On co-marketing material, customer marketing campaigns, lifecycle emails and client milestone announcements
 - Volunteer Operations Team (Vol Ops Managers): On volunteer lifecycle comms and ad hoc comms, recruitment and impact emails

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 B2B Marketing CRM like Pardot, Hubspot, or Marketo
- Experience working with a B2C Marketing CRM like Airship
- 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
- Has a way with words, able to generate engaging copy for social media and other communications'
- Proficiency in spoken and written Spanish language would be an extra bonus!



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 explaining why you are the right person for this role to cozzi.baring@olioapp.com with the subject line “Application: B2B marketing Executive” by 31st July 2023.