



A bit about Olio

Half of the clothes in our wardrobes are never worn, and one third of food produced globally is never eaten. Meanwhile, the climate crisis is showing no signs of slowing, and people everywhere are struggling to make ends meet.

Originally created to fight food waste, Olio is now fighting against anything going to waste. We want to empower everyone to become part of the solution and solve the climate crisis by ending waste, one share at a time.

Over the past 9 years Olio has grown from a local initiative in North London to a global movement. We now have 8 million users who have given away over 200 million portions of food and 13.2 million household items across 62 countries.

We've been recognised by the United Nations, who highlighted Olio as a "beacon" for the world, and by Vivatech who awarded Olio "Next European Unicorn".

The goal now is to get everyone into the world-changing habit of sharing. Join us on our mission to transform global consumption.

How Olio works: For people (C2C)

Olio is the #1 neighbourhood marketplace for finding what you need and sharing what you don't.

8 million people worldwide are using our app to:

- Find free and discounted food
- Give away their spare things without leaving the house
- Discover local deals and events
- Volunteer to support their community

With Olio, you can build lasting bonds with people in your neighbourhood, live more sustainably — and save money while you're at it.

How Olio works: For businesses (B2B)

With Olio, businesses can share spare food with people who need it, and change lives in local communities while they're at it.

Powered by a national network of 130,000 trained volunteers, Olio is a food sharing platform that delivers game-changing social impact, making sure good surplus food from businesses can feed people nearby.

Join our team

To help take Olio's growth and impact to the next level, we're recruiting for a **Senior Marketing Executive to lead our C2C community marketing initiatives**. This role will be crucial in engaging and growing our userbase, while driving meaningful community engagement through all our available marketing channels.

We're looking for an ambitious generalist marketer, who can think strategically and shape the direction of the marketing function, while also being happy to roll up their sleeves and get stuff done.

We're looking for someone who can help us:

- **Design and execute targeted seasonal marketing campaigns**, monitoring performance metrics, implementing A/B tests and providing regular reports/recommendations for improvement
- **Own Olio's social media**, creating and scheduling engaging content across all platforms, sourcing community success stories and user-generated content, monitoring and responding to post engagement, and reporting back on what's working vs what's not
- **Create and manage monthly newsletters** for our userbase and volunteer network, tracking engagement metrics and using data to develop compelling content optimised to drive user activation and retention
- **Own Olio's Ambassador Programme**, working with our external distribution manager to oversee ambassador pack sendouts, and developing/implementing ambassador recruitment and retention strategies
- **Lead app store optimization (ASO) initiatives** to improve visibility and downloads
- **Manage Olio's referral program** so it effectively targets our most highly engaged Olio users and drives organic growth
- **Develop and maintain partnerships for sponsored content opportunities**, identifying potential synergies with similar brands and executing on sponsored content packages
- **Staying up-to-date with industry trends**, emerging technologies, and best practices in AI, growth and engagement marketing

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 – listed as the 4th best place to work by [Escape The City](#) in 2022, ranked #50 on the [Sifted 100 UK&I 2024 leaderboard](#) and awarded B Corp status, which means we're committed to the highest 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.

We're also looking for someone with:

- Lots of experience in Marketing automation (ideally Airship)
- Experience in a similar generalist Marketing role, ideally within a tech start-up environment

- Very strong organisational skills, with the ability to manage and prioritise multiple projects simultaneously
- Confident using Canva and other design tools to create beautiful artwork in line with our brand
- A quick learner who embraces challenges and enjoys the pace of a growing company
- A self-starter who can work independently, taking full ownership of the projects they're working on
- 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
- Has a way with words, able to generate engaging copy for social media and other communications
- Can ideally start early January 2025

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 34 nationalities, across an age range that spans early 20s to 50+, with 19% identifying as coming from a lower economic background, and a strong female presence in the company (57%).

Our team members come from a range of ethnic backgrounds (18%), as well as from the LGBTQ+ community (22%), and those who identify as neuro-divergent (33%) and disabled (9%).

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

To apply for this role, there's two things you'll need to do:

1. [Please click here](#) to complete our application form.
2. Then send a copy of your CV to people@olioex.com.

If you have any issues with submitting the form, please email people@olioex.com with your answers.