



**SENIOR COMMERCIAL MANAGER**



# WELCOME FROM THE CEO



**Thank you for your interest in the position of Senior Commercial Manager at The Vegan Society. I am delighted that you are considering joining our team.**

Founded in 1944, this year marks our 80th anniversary, and we remain at the forefront of promoting a vision of a world where humans do not exploit other animals. As we continue to grow and evolve, this role will play a key part in shaping our commercial strategy, strengthening operational delivery, and ensuring our long-term sustainability.

It's a particularly exciting time to join us as we begin delivering our new three-year rolling strategy. We envision a world where more people choose veganism, supported by a legal and policy environment that protects their rights. Underpinning this, we will be aiming to grow societal understanding of animal exploitation and veganism as the solution. We are committed to building a strong, cohesive, and empowered vegan movement, while ensuring The Vegan Society remains a sustainable, effective, and values-driven organisation.

Your leadership in this role will be instrumental in helping us realise these goals and build a resilient, high-performing commercial function.

We're seeking a commercially minded leader who is strongly aligned with our mission and values. This is a rare opportunity to manage a dedicated team, enhance operational performance, and contribute meaningfully to a movement that is reshaping lives, industries, and the future of veganism.

Inside this recruitment pack, you'll find more information about our organisation, the role, and what we're looking for in our Senior Commercial Manager.

I hope it inspires you to take the next step and apply.

*Libby Peppiatt,  
CEO, The Vegan Society*

The  
postholder will  
ensure the efficient  
and high-quality  
delivery of The Vegan  
Society's commercial  
activities,



# HIGHLIGHTS

**Title:** Senior Commercial Manager

**Department:** Commercial Services

**Responsible to:** Head of Innovation and Development

**Responsible for:** Certification Manager, Client Relations Manager, Sales and Marketing Manager, Product and Merchandise Manager

**Location:** Hybrid

**Salary:** Up to £52,000 dependent upon experience

**Contract term:** Permanent

**Hours:** 37.5 hours per week. Out-of-hours working may be required to meet critical business needs.

**Job purpose:** To ensure the efficient and high-quality delivery of The Vegan Society's commercial activities, including the Vegan Trademark, supplement ranges, promotional products, and merchandise.

**For more information click on the links below:**

[The Vegan Society website](#) | [2024 Impact Report](#)  
| [2024 Impact Report Video](#) | [Key Facts](#) | [Campaign Videos](#) | [80th Anniversary Exhibition Launch Video](#)



## We are seeking an experienced Senior Commercial Manager to join our Commercial Services Department.

We're looking for a dynamic Senior Commercial Manager to drive operational excellence across our commercial activities, including the Vegan Trademark, product ranges, and merchandise. This is a pivotal leadership role, managing four departmental managers and a team of around 30 staff, with shared accountability for a £4.5m income budget.


**The Role:** In this role, you will:

- Oversee all commercial operations, ensuring KPIs and financial targets are met.
- Champion exceptional client experiences and uphold brand integrity.
- Lead and develop high-performing teams, fostering collaboration and accountability.
- Drive continuous improvement in workflows, systems, and service delivery.
- Support strategic growth initiatives and contribute to organisational planning.

**About You:** We're looking for a commercially astute Senior Manager who can hit the ground running and provide stability and clear direction. You will have:

- Extensive experience in senior operational or commercial management within a B2B or service-driven environment.
- Proven ability to lead managers and large, multi-functional teams effectively.





“It is not every day  
that a movement is  
born, which in its  
general application  
could revolutionise  
mankind

Donald Watson  
Founding member of  
The Vegan Society

- Strong commercial acumen with a history of achieving financial targets and enhancing service quality.
- Demonstrated success in streamlining operations, driving income growth, and managing cross-functional teams.
- Exceptional organisational, analytical, and interpersonal skills, with the ability to communicate clearly and build strong relationships.
- Skill in acting with tact and diplomacy while fostering collaboration and accountability.
- Commitment to vegan principles and alignment with The Vegan Society's mission.

While experience in a mission-led organisation is advantageous, it's not essential, but motivation by the cause and alignment with the values of The Vegan Society is essential.

**How to Apply:** The Vegan Society has partnered with Ellwood Atfield for this appointment. For further information and to apply for the role of Senior Commercial Manager, please click [here](#).

**Recruitment Schedule:** Closing date: Wednesday 28 January 2026

**First stage interviews:** Tuesday 10 and Wednesday 11 February 2026 (virtual)

**Final stage interviews:** Monday 23 February 2026 (in-person)



# ABOUT THE VEGAN SOCIETY

**The Vegan Society works to help more people become vegan with confidence, encourage more products certified by the trusted Vegan Trademark to be available in shops, and take veganism to the mainstream.**

It provides information and guidance on various aspects of veganism for new and potential vegans, caterers, healthcare professionals, educators, and the media. It also co-ordinates a variety of campaigns to raise awareness of the lifestyle.

Our name is an anagram of The Nicest Voyage. Quite fitting, we think, as for many people veganism is a journey – and a pretty remarkable one at that. The Vegan Society makes veganism more accessible and an easily adopted approach by supporting individuals, policy and decision makers, caterers, manufacturers, healthcare professionals and the media.

The Vegan Society, the world's oldest vegan charity, celebrates its 80th anniversary. Founded in 1944, the society emerged when Donald Watson called a meeting with five other non-dairy vegetarians, to discuss non-dairy vegetarian diets and lifestyles. Though many held similar views at the time, these six pioneers were the first to actively found a new movement.

Feeling that a new word was required to describe them; something more concise than 'non-dairy vegetarians', the newly formed society coined the term "vegan" — a word that has come to mark a flourishing movement worldwide. Today, veganism is recognised as a protected philosophical belief in the UK, and vegan options can be found in every sector, from supermarkets and restaurants to fashion and cosmetics.

**The  
Vegan Society,  
the world's oldest  
vegan charity,  
celebrates its 80th  
anniversary.**





# OUR AIMS AND OBJECTIVES

**What do we want? Simple: a world where humans do not exploit non-human animals.**

A world where animals are free to exist in their own right. We promote a lifestyle that excludes, as far as possible and practicable, all forms of exploitation of – and cruelty to – animals for the purposes of food, clothing or anything else.

We also want a just world for humans. A world where resources are utilised in a sustainable way to ensure all current and future generations are provided for – a world where no one goes hungry. At the heart of the sustainability and food justice agenda is plant-based food production and consumption: veganism.

**The Vegan Society's mission is to make veganism mainstream.**

We're working tirelessly to make veganism an easily-adopted and widely-recognised approach to reducing animal suffering and environmental damage. We do so through peaceful and factual dialogue with individuals, organisations and businesses.

We achieve this vision and mission by providing information, supporting and advising individuals and health professionals, caterers, manufacturers, and influencing policy makers. We also fund vegan initiatives set up by members and supporters, and work with volunteers and partners towards making our vision a reality. We work with the media to help reinforce a positive view of veganism and to help a larger audience see that veganism is a rewarding, enjoyable and viable lifestyle.

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# JOB PURPOSE

**The Senior Commercial Manager, will ensure the efficient and high-quality delivery of The Vegan Society's commercial activities, including the Vegan Trademark, supplement ranges, promotional products, and merchandise.**

The postholder will provide strong operational leadership, ensuring that commercial teams deliver excellent client journeys, meet performance and financial targets, and uphold brand integrity. They will report into the Head of Innovation and Development, supporting the delivery of the commercial strategy and organisational growth plans through operational excellence.

The postholder will line manage four managers, oversee a team of around 30 staff, and share accountability for a commercial income budget of approximately £4.5 million, working collaboratively with the Head of Innovation and Development and the Finance Manager.



**The postholder will provide strong operational leadership, ensuring that commercial teams deliver excellent client journeys, meet performance and financial targets, and uphold brand integrity.**







Photo credit: Jo-Anne McArthur / We Animals

# DUTIES AND RESPONSIBILITIES

## Operational Delivery

- Oversee the delivery of all commercial operations, ensuring performance targets and KPIs are achieved across sales and marketing, certification, client management and products.
- Maintain exceptional standards of customer/client service, compliance, and process efficiency.
- Continuously review and improve operational workflows and internal systems.
- Support technological and systems enhancements for the trading subsidiary, in partnership with the Head of Operations.
- Ensure compliance with intellectual property, contracts, accreditations and regulatory requirements across all relevant markets.
- Oversee audit processes to ensure consistent output quality, streamlined service delivery, and effective client management.
- Work with the Head of Innovation and Development to ensure operational processes adapt to emerging regulatory developments.
- Support the effective delivery of sales, marketing, client growth and retention plans.
- Oversee stock management, supply chain operations,

supplier relationships, and product quality control to ensure availability, cost efficiency, and consistently high product standards.

- Monitor campaign, sales and CX performance data, providing operational insight and reporting to the Head of Innovation and Development.
- Facilitate strong collaboration between all commercial teams to ensure consistent messaging, efficient workflows, and high-quality client experiences at all stages of journey.
- Oversee the collaboration between the commercial marketing team and the communications team to ensure outputs are aligned with brand values and audience expectations, ensuring consistent messaging across products and services.
- Champion a client-focused culture that maximises satisfaction and long-term engagement.

## Leadership and People Management

- Lead and coach four departmental managers, setting clear objectives, driving performance, and fostering ongoing development.
- Ensure optimal staffing, robust onboarding, and effective performance management across all teams.
- Cultivate a high-performing, accountable, and collaborative culture aligned with The Vegan Society's values.
- Provide operational insight in cross-functional and executive discussions with the Head of Innovation and Development.







- Drive organisational alignment and effectiveness in sales and marketing planning and campaigns, empowering teams to deliver day-to-day execution and meet growth and income targets.
- Serve as a point of escalation for Commercial Services managers, facilitating resolution of complex issues and ensuring timely communication with the Senior Leadership Team.
- Champion exceptional client experiences, providing guidance to the Client Relations team while enabling them to manage daily client interactions.
- Oversee the audit and Trademark Standards Governance process, ensuring consistent quality, compliance, and regulatory alignment while supporting the Certification team's operational delivery.
- Supervise product lifecycle, ensuring quality, relevance, and alignment with organisational objectives, while enabling product teams to execute efficiently.
- Promote organisation-wide collaboration to maximise strategic opportunities and alignment.

## Financial Management

- Take operational accountability for meeting growth, income and expenditure targets within Commercial Services, ensuring delivery aligns with budgets and financial direction set by the Head of Innovation and Development and Finance Manager.
- Support the Head of Innovation and Development and Finance Manager with growth, income and expenditure forecasting, reporting, and analysis.

- Monitor financial performance against budgets and KPIs, providing timely reports and insights, and proposing changes or pivots to adapt to evolving organisational or market needs.
- Ensure all procurement and supplier relationships deliver ethical and financial value.

## Strategic Support

- Support the Head of Innovation and Development in developing and implementing the commercial strategy, ensuring operational readiness for new initiatives and services.
- Contribute to the development of the annual Commercial Services strategic plan and lead on its day-to-day delivery.
- Lead on the development of the annual Commercial Services operational delivery plan, ensuring alignment with the Target Operating Model, overall strategy and organisational objectives.
- Identify and recommend process and service improvements, new opportunities, or efficiency gains.
- Drive continuous improvement best practice.
- Utilise market analysis to provide insight and data to inform pricing, market positioning, strategic decision making, growth decisions and financial planning.
- Facilitate organisation wide collaboration to maximise opportunities and strategic alignment.
- Contribute to strategic working groups and cross-functional projects as required, including the operational support of innovation and growth projects.







## Performance Monitoring and Reporting

- Maintain accurate, up-to-date performance dashboards and reports for operational KPIs.
- Produce regular reports and analysis on performance, pipeline progress, and customer satisfaction.
- Track and analyse KPIs to identify risks, opportunities, and trends.
- Maintain and update commercial services risk register.
- Devise and deliver regular reporting cadence on market trends, competitor activity, and commercial performance, offering actionable insights to optimise the organisation's market positioning and drive informed decision-making.
- Use data and feedback to inform continuous improvement initiatives.
- Present operational updates and performance insights to the Head of Innovation and Development and Senior Leadership Team.

## General

- Adhere to The Vegan Society's policies and procedures, including Equality and Diversity, Health and Safety, and Data Protection.
- Promote The Vegan Society's values and brand at all times.
- Undertake any other duties as reasonably required by the Head of Innovation and Development to meet the needs of the organisation.
- Maintain a vegan diet and lifestyle as far as is possible and practicable.

# PERSON SPECIFICATION

## ESSENTIAL

### Qualifications/Experience

- Experience in senior operational or commercial management within a B2B or service-based environment.
- Experience leading managers and large teams in multi-stream operational delivery.

### Skills/Experience and Abilities

- Strong leadership and people management skills. Proven ability to work to financial targets, deliver KPIs and improve service quality. Experience supporting financial management and reporting. Excellent organisational and analytical skills.

### Knowledge

- Understanding of CRM systems, workflow management, and operational processes, sales and marketing methodologies, B2B client management.

### Personal Qualities

- Collaborative, proactive, and solution-focused. Calm under pressure with strong interpersonal skills. Committed to vegan principles and The Vegan Society's mission.







## DESIRABLE

- Experience in a not-for-profit or mission-driven organisation.
- Experience overseeing cross-functional activities including account management/client journey, branding and new business generation.
- Qualification in operations, business management, or project management.
- Experience supporting or delivering commercial strategy.
- Understanding of certification schemes or compliance frameworks.
- Experience within a product audit or certification environment.
- Product lifecycle and supplier management.
- Knowledge of ethical or sustainable product supply chains.
- Innovative and adaptable, with a focus on continuous improvement.



## BENEFITS

- Flexible working hours.
- Ethical pension scheme (5-7% employer contribution).
- Employee assistance programme and health cashback scheme.
- Death in service benefit.
- 28 days leave + 8 bank holidays (25 days annual leave and 3 closure days).
- Cycle to work scheme.
- Animal companion compassionate leave.
- Climate perks policy (up to 6 days additional paid time off when choosing sustainable transportation for foreign holidays).





# NEXT STEPS

Ellwood Atfield recruits for organisations that are seeking to influence their external and internal environments.

Following interviews with Ellwood Atfield, successful candidates will be invited for interviews with The Vegan Society on Tuesday 10 and Wednesday 11 February 2026. Second stage interviews will be conducted on Monday 23 February 2026.

The Vegan Society is an equal opportunities employer, and all reasonable adjustments will be considered for applicants with disabilities or special requirements under the terms of the Disability Discrimination Act 1995 and 2005. Please apply for this role here using your CV with a supporting statement.

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**Felicity Lowes** is Director of Recruitment at Ellwood Atfield. She has 14 years recruitment experience gained from market leading corporate affairs and marketing search firms. Felicity consults on team structures, pay grades, and organisation design as well as multi-hire projects.

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**Emily Roberts** is an Associate Partner at Ellwood Atfield. She has over 10 years recruitment experience gained from both agency and in-house talent management. Emily recruits at all levels and works across all people.

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