



HEAD OF COMMERCIAL OPERATIONS



WELCOME FROM THE CEO



Thank you for your interest in the position of Head of Commercial Operations 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 lead 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 next Head of Commercial Operations.

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

*Libby Peppiatt,
CEO, The Vegan Society*

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



HIGHLIGHTS

Title: Head of Commercial Operations

Department: Commercial Services

Responsible to: Chief Executive Officer

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

Location: Hybrid

Salary: Up to £60,000 depending on experience. Salary reviews apply.

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, high-quality, and successful delivery of The Vegan Society's income-generating commercial activities including 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](#)

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 Head of Commercial Operations (HoCO) will ensure the efficient, high-quality, and successful delivery of The Vegan Society's income-generating commercial activities including Vegan Trademark, supplement ranges, promotional products and merchandise.

The postholder will demonstrate strong operational leadership, commercial insight, and cross-departmental collaboration to deliver high quality client journeys, achieve financial targets, and maintain brand integrity.

The HoCO will be directly responsible for 4 managers, will lead a department of circa 30 staff and will be accountable for an annual income budget of approximately £4.5 million. The postholder will co-own the commercial strategy and ensure set KPI's are met.



The postholder will demonstrate strong operational leadership, commercial insight, and cross-departmental collaboration to deliver high quality client journeys, achieve financial targets, and maintain brand integrity.





Photo credit: Jo-Anne McArthur / We Animals

DUTIES AND RESPONSIBILITIES

Operational Excellence:

- Ensure KPI's are delivered across all commercial services, including certification, client management, VEG 1 fulfilment, and commercial campaign execution.
- Maintain response, quote, renewal and certification turnaround times within agreed SLA targets.
- Ensure all commercial workflows, client journeys, insight reporting, internal processes and user experience is reviewed and advanced in line with business requirements.
- Work closely with Head of Operations on the continuous improvements of technological systems in line with commercial activities.
- Lead annual process reviews, identify efficiency improvements and address non-compliance.
- Ensure intellectual property and regulatory compliance in the UK, EU, and other global markets.
- Work with the Head of Innovation and Development to ensure operational processes adapt to emerging regulatory developments.

Leadership:

- Manage and coach four departmental managers, ensuring all direct reports have documented SMART

objectives, mid-year and annual performance reviews, and personal development plans in line with strategic aims.

- Maintain optimal staffing levels to meet service demand, with effective training and onboarding processes to ensure all team members are equipped with the necessary knowledge, tools and support to deliver high quality, compliant and client-focused services.
- Build a culture of accountability and cross-team collaboration between Commercial Services and other departments.
- Actively contribute to the Senior Leadership Team (SLT), supporting cross-functional decision-making, strategic planning, and organisational development activities.
- Role model professional behaviours and values across the organisation, fostering a culture of integrity, collaboration and continuous improvement.

Financial Management:

- Manage a departmental income budget of circa £4million, achieving agreed net contribution targets.
- Collaborate with the CEO, Head of Innovation and Development and Head of Operations to forecast income, set annual targets, and review pricing strategies for commercial services and products.
- Work closely with the Head of Operations to ensure all commercial supplier agreements and contracts are reviewed annually to ensure value for money whilst maintaining a focus on transparency and ethical supply chains.
- Take accountability for the commercial services





expenditure budget, ensuring all financial activities are compliant with organisational financial instructions and policies, and aligned with strategic objectives.

- Monitor spending, forecast costs, and implement controls to maintain budgetary discipline and comply with the society's tendering and due diligence processes.

Strategic Delivery and Growth:

- Collaborate with the Head of Innovation and Development to create and co-own the commercial strategy, ensuring it encompasses service and product growth, pricing and positioning, segmentation, strategic partnerships, retention, market expansion, and operational readiness for new initiatives.
- Identify opportunities and deliver growth of current products and services to increase income, enhance client value and strengthen the society's long-term sustainability.
- Analyse market trends and customer feedback, recommending data-driven adjustments to operations or offerings.
- Drive continuous improvement and best practice in line with client needs and industry developments.
- Work in partnership with the Head of Innovation and Development to ensure new commercial activities and pilot projects are operationally scoped, resourced and delivered to a high standard.
- Collaborate closely with the Head of Operations to ensure organisation-wide alignment of infrastructure, systems and support functions, enabling seamless

service delivery and operational resilience.

- Collaborate closely with the Head of Campaigns, Policy and Research to synchronise messaging, advocacy goals, policy initiatives and stakeholder outreach for greater collective impact.
- Collaborate with the Head of Communications, Membership and Fundraising to ensure commercial messaging and client facing materials are consistent with organisational brand values and ensure the tone and strategic communications are appropriate for the target audience.
- Represent Commercial Services at Council, Trading Subsidiary Board meetings, and Sub-Committee meetings, presenting periodic finance and performance updates, and strategic proposals.

Performance Monitoring:

- Maintain real-time executive dashboards covering lead generation, brand reach, revenue, client retention, customer satisfaction, and operational KPIs.
- Submit periodic performance and risk reports to the CEO.
- Analyse market trends and customer feedback, recommending data-driven adjustments to operations or offerings.





GENERAL

The following duties are ones which all staff are required to perform:

- Adhere to The Vegan Society's policies on Equality and Diversity, Health and Safety and Acceptable Use.
- Always maintain data protection and confidentiality.
- Observe health and safety procedures and always work safely.
- Contribute to the overall ethos, work and aims of The Vegan Society and maintain good communication with all stakeholders.
- Be responsible for your own continuing self-development, undertake training as appropriate to the working environment and location, and development in your role.
- Present a positive personal image, contributing to a welcoming environment and treat all users with courtesy and consideration.
- Undertake any other duties as required by your manager to meet the changing needs and demands of The Vegan Society.
- Attend organisational meetings as required.
- Positively and actively promote The Vegan Society and its values.
- Conduct yourself with professionalism, tact, and diplomacy at all times as a representative of The Vegan Society.

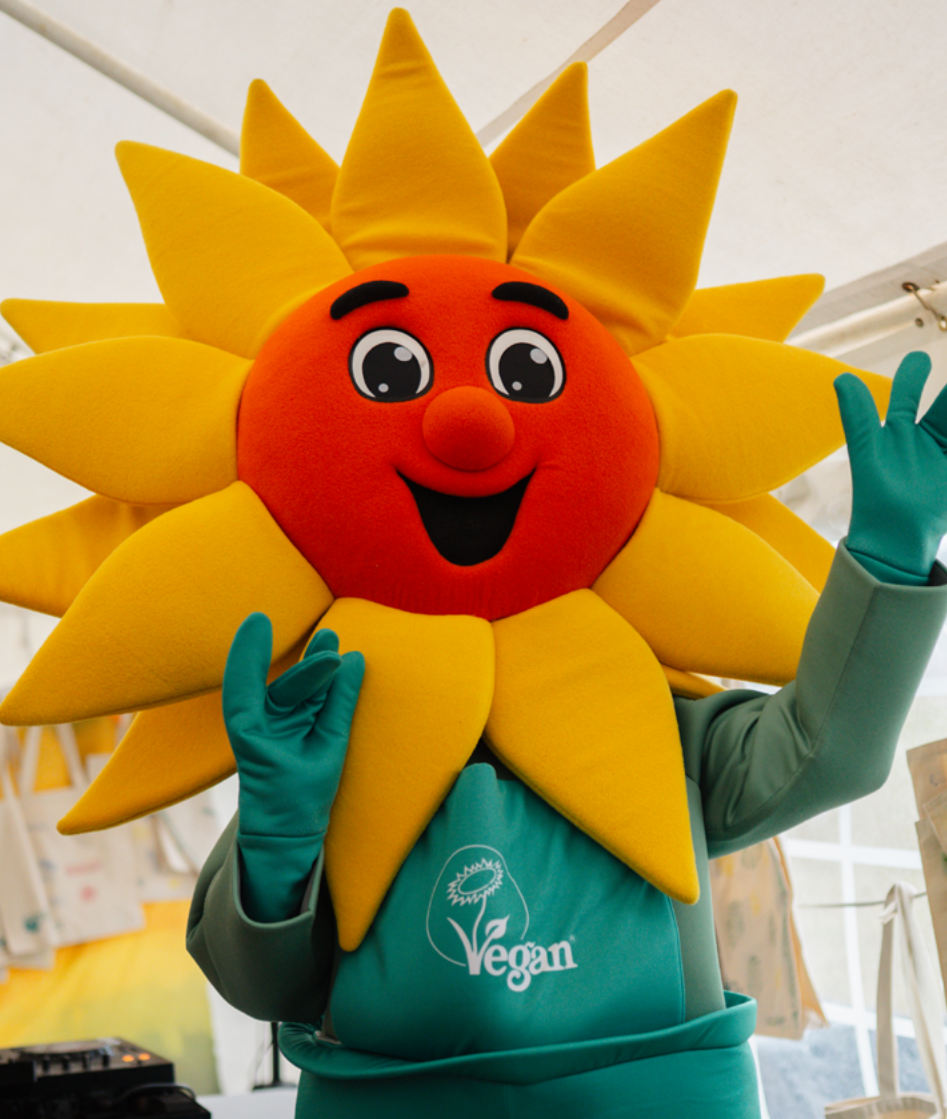
This job description is provided to assist the post holder to know their principal duties. It may be amended in consultation with the holder without change to the level of responsibility or remuneration appropriate to the post. The job description is not exhaustive, and you may be asked to carry out additional tasks which are appropriate to your job role, as required by your line manager.

Data Protection

During the course of your employment, The Vegan Society is required to tell you about the personal data that we collect about you and what we do with that information, including how we use, store, transfer and secure your personal data. You shall always comply with all relevant data protection legislation and all obligations imposed on you under The Vegan Society's data protection policy and privacy notice.

**It is a
condition of your
employment that, as
far as is possible and
practicable, you adhere
to a vegan diet and
lifestyle.**





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 & 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)

PERSON SPECIFICATION

Qualifications/Experience (Essential)

- A minimum of 2 years' experience in senior operational leadership within a B2B commercial, or service-based environment.

Qualifications/Experience (Desirable)

- Experience working in the not-for-profit or mission-driven organisations.
- Relevant qualifications in operations, business administration, or project management.

Skills/Experience and Abilities (Essential)

- Proven track record in senior operational leadership within a B2B commercial, or service-based environment.
- Experience managing budgets of £3m+ and maintaining, analysing and reporting financial data.
- Experience of leading and supporting cross-functional managers, fostering the collaboration and alignment of a team of 30+ staff.
- Proven experience in streamlining and designing operational processes, with the ability to engage stakeholders, build buy-in and lead successful change initiatives.
- Negotiation and procurement efficiency skills.
- Skilled at using KPIs and data dashboards to drive continuous improvement.





Skills/Experience and Abilities (Desirable)

- Experience of managing or delivering technical certification schemes, including understanding of compliance standards.
- Experience in B2B account management, mapping client journeys and developing segmentation strategies.
- Experience of working within a mission led organisation.
- Experience in digital transformation or systems change projects.

Knowledge (Essential)

- Strong knowledge of CRM, workflow, quality control and operational infrastructure management.
- Understanding of sales methodologies and marketing and communication channels.

Knowledge (Desirable)

- Knowledge of product-based income models, supply chain management and distribution.

Personal Attributes and Qualities (Essential)

- Excellent interpersonal and communication skills.
- Commitment to vegan principles and alignment with The Vegan Society's values.
- Natural ability to build relationships, assess multiple perspectives and act with tact and diplomacy.
- Ability to remain consistent, calm and prioritise under pressure.

- Enthusiastic and creative.
- Self-motivated and proactive.
- Efficient, organised, reliable and effective.
- Willingness and ability to identify and undertake appropriate training and development as required.
- Flexible to travel within and outside of the UK with advance agreement
- Adhere to a vegan diet and lifestyle as far as is possible and practicable



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 The Vegan Society on Monday 3 and Tuesday 4 November 2025. Second stage interviews will be conducted on Tuesday 18 November 2025.

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.

[Please apply for this role here using your CV with a supporting statement.](#)



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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