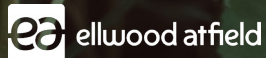




CHIEF EXECUTIVE OFFICER





The
postholder
will provide
visionary leadership
and strategic
direction to The
Vegan Society.

HIGHLIGHTS

Title: Chief Executive Officer

Salary: Up to £76,277 (depending on experience) plus benefits

Reports to: Board of Trustees

Location: Primarily remote working, with a willingness and ability to travel to meet the needs of the organisation when appropriate. Regular international and national travel for meetings and events throughout the year.

Job purpose: To provide visionary leadership and strategic direction to The Vegan Society, ensuring the effective implementation of its mission and goals.

For more information click on the links below:

[The Vegan Society website](#)

[2023 Impact Report](#)

[Key Facts](#)

[Campaign Videos](#)

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.**



We're working tirelessly to make veganism an easily-adopted and widely-recognised approach to reducing animal suffering and environmental damage.

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.

JOB PURPOSE

The postholder will provide visionary leadership and strategic direction to The Vegan Society, ensuring the effective implementation of our mission and goals.

The CEO will work closely with the Board, providing them with regular reports, performance metrics and strategic advice, and lead on strategic planning, risk management and long-term organisational development.

The CEO will be responsible for the overall management of the organisation, including fundraising, advocacy, programme development and oversight of the Trading Subsidiary. This includes:

- Overall responsibility for an organisation with circa £5 million turnover.
- Provide strong leadership and oversee the effective management and support of circa 70 staff members.
- Set and ensure the delivery of the overall strategy for the society and ensure charitable objectives are delivered and commercial growth is secured.
- Overall responsibility for business operations, governance and compliance.
- Representation of the society through a range of public platforms, building and maintaining relationships with key stakeholders, partners and policy makers.
- Advocate for veganism at local, national and international levels.

The CEO will be responsible for the overall management of the organisation, including fundraising, advocacy, programme development and oversight of the Trading Subsidiary.





Photo credit: Jo-Anne McArthur / We Animals

JOB ACTIVITIES

Leadership and Strategy

- Lead the development and implementation of strategic plans to advance the society's mission and objectives.
- Evaluate and measure impact and provide regular progress reports against strategic KPIs and provide comprehensive performance updates to all stakeholders.
- Provide inspirational leadership to staff, volunteers, and other stakeholders.
- Foster a values driven culture where innovation, collaboration, and continuous improvement is encouraged.
- Promote a culture of equality, diversity and inclusion.
- Act as a proactive conduit for constructive communication between trustees, senior leaders and staff.
- Ensure a safe working environment for all staff.

Financial Management

- Support the development and implementation of fundraising strategies.
- Oversee the society's financial strategy to ensure long-term sustainability and growth.
- Ensure the financial health of the organisation, compliance with all regulations, laws and standards.
- Oversee the preparation and management of the annual budget, ensuring alignment with the charity's goals and objectives.
- Manage budgets, financial reporting, and resource allocation.

Advocacy and Public Relations

- Represent The Vegan Society in the media, at events, and in public forums.
- Build and maintain relationships with key stakeholders, including donors, partners, and policy makers.
- Advocate for veganism and related issues at local, national, and international levels.
- Identify and support opportunities to develop the society's outreach.

Operational Management

- Oversee the day-to-day operations of the organisation.
- Oversee the identification, assessment and prioritisation of risks across all organisational units, and update trustees and senior team on activities and outcomes.
- Ensure compliance with legal, regulatory, and ethical standards.
- Implement effective policies and procedures to enhance organisational performance.

Team Development

- Recruit, develop, motivate and retain a high-performing team.
- Manage senior teams to effectively deliver established objectives, ensuring clear lines of accountability and responsibility.
- Foster a positive and inclusive work environment.
- Provide mentorship and professional development opportunities for staff.

Commercial Activities

- Provide strategic oversight and governance of all commercial activities, to ensure alignment with the society's mission and values.



Question 9

IN WHAT YEAR WAS
THE VEGAN SOCIETY
FOUNDED?

A
1944

B
1944

C
1990

- Foster strong collaboration between the charity and the trading subsidiary, leveraging synergies and enhancing overall organisational performance.
- Monitor commercial financial performance and operational efficiency.
- Develop and implement strategies to maximise profitability and impact, in collaboration with the Commercial Team.
- Ensure compliance with all relevant legal and regulatory requirements.

Ideation and Growth across the Organisation

- Drive innovation within the organisation to develop new, or diversify current, programmes and services.
- Identify and pursue opportunities for new revenue streams, market expansion and growth, with a focus on scalable models.
- Seek opportunities for sustainable growth, forging partnerships that align with our vision.
- Ensure that the society's programmes of work and services are accessible and relevant to a global audience.
- Develop big picture understanding and compelling propositions for future initiatives.

Membership

- Support the development of strategies to grow and engage the society's membership base.
- Foster a strong sense of community and belonging among members.
- Ensure that member services and benefits align with the needs and expectations of the society's diverse membership.

The Vegan Society is committed to supporting staff development, including continuing professional development of any relevant kind.



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.
- General office duties, including dealing with own correspondence and filing own papers.
- Undertake any other duties as required by the Board 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.

The Vegan Society is committed to supporting staff development, including continuing professional development of any relevant kind.

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.**



PERSON SPECIFICATION

Skills, Experience, Knowledge and Abilities (Essential)

- Proven experience in a senior leadership role within charitable and/or not-for-profit sectors.
- Strong understanding of veganism and commitment to the society's mission.
- Track record of delivering innovation projects and identifying and capitalising upon new opportunities.
- Demonstrable experience driving commercial and/or organisational plans at strategic level, to generate expansion and growth.
- Excellent change management, strategic planning and diverse organisational experience.
- Exceptional communication and negotiation skills – both written and verbal.
- Well-presented, articulate and a natural communicator.
- Strong networking skills with the ability to build and maintain professional relationships with diverse stakeholders.
- Proven experience leading large cross functional teams, conducting appraisals and managing to perform.
- Ability to decisively prioritise actions, work closely with diverse internal teams and align activities to organisational goals.
- Ability to manage budgets effectively.
- Experience in horizon scanning and trends analysis; delivery of recommendations, opportunities and risks to C-suite level stakeholders.
- Understanding of risk management practices.





Skills, Experience, Knowledge and Abilities (Desirable)

- Minimum of 2 years' experience working in/with membership organisations.
- Broad and diverse workplace experiences with a well-developed and highly transferable skillset.
- Expertise in commercial business development, client relationship management and innovation of new commercial services/products.
- Understanding of the society's campaign and policy work.
- Knowledge of the commercial plant-based market.
- Skilled in identifying and implementing workplace efficiencies.
- Experience in engaging with public sector agencies.
- Experience in member relationship management, understanding member journeys and benefits.
- Proficiency in competitive landscape analysis, market penetration, viability, and brand integrity.
- Understanding of modern tools and platforms to support building of profile and connections.

Personal Attributes and Qualities (Essential)

- Passionate about veganism and animal rights.
- Visionary and innovative thinker.
- Collaborative and inclusive leadership style, with strong team ethic.
- Resilient and adaptable in a dynamic environment.
- Strong moral code, high ethical standards and integrity.

- 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.
- Discreet and confidential.
- 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. We are specialist head-hunters recruiting association leaders, corporate affairs, communications, public affairs, sustainability, policy, regulatory, and media relations professionals.

Following interviews with Ellwood Atfield, successful candidates will be invited for interviews with The Vegan Society on Friday 17 January 2025. Second stage interviews will be conducted on Friday 24 January 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.](#)



Gavin Ellwood is the Executive Chair of Ellwood Atfield and has over 25 years' headhunting experience. He specialises in the appointment of communications and advocacy leaders and advises the boards of a diverse range of global organisations on the appointment of communication and advocacy experts. Gavin is a Past Master of the City of London Company of Communicators.

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Geraldine Hetherington is a Board Director of Ellwood Atfield and specialises in search work for trade associations, professional bodies, think tanks, charities, and corporates. A qualified solicitor, she spent 16 years in headhunting. Geraldine was the Chief Operating Officer of Hudson Global, Inc. in the UK and the former HR Director of Monster and TMP.

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