

VEGANUARY 



VEGANUARY

HEAD OF OPERATIONS AND FINANCE APPLICATION PACK

Job title: **Head of Operations and Finance**
Location: **Home-based within the UK, US or Germany**
Reports to: **Chief Executive Officer**
Contract: **Permanent**
Hours: **37.5 hours per week**
Salary: **Starting from £44,000 per year**
Right to work requirements: **Eligible to work and travel in the UK, US or Germany**



bamboo
fundraising recruitment

0203 750 3111

bamboofundraising.co.uk

ABOUT

VEGANUARY

Veganuary is a non-profit organisation that encourages people to go vegan for the month of January - and beyond. We focus on changing consumer behaviours and attitudes, while providing lots of information and practical support - to make the transition to veganism as easy and enjoyable as possible.

We also work with businesses to drive up vegan food provisions in shops and restaurants and have made veganism more visible and accessible through our work with national and international media.

Veganuary's popular culture appeal, alongside our positive and accessible approach to veganism, is helping to protect the environment, prevent animal suffering and improve the health of millions of people around the world.

**1 IN 5 UK HOUSEHOLDS
HAVE AT LEAST ONE
MEMBER FOLLOWING
A MEAT AVOIDANCE /
REDUCTION DIET**

Source: Kantar

VISION, MISSION & VALUES

Our vision is simple: we want a vegan world.



A world without animal farms and slaughterhouses. A world where food production does not decimate forests, pollute rivers and oceans, exacerbate climate change and drive wild animal populations to extinction.

Our mission is to inspire and support people to try vegan, drive corporate change, and create a global mass movement, championing compassionate food choices with the aim of ending animal farming, protecting the planet, and improving human health.

WHY WE EXIST

Industrial-scale animal farming is a leading driver of climate change, deforestation and species loss, as well as being a significant cause of pollution. It drastically increases the risk of global pandemics and antibiotic resistance, while being responsible for the deaths of billions of sentient animals each year.

The way we currently produce food is highly inefficient, unsustainable and it won't allow us to feed a growing global population. That is why we advocate a change towards more plant-based alternatives and ultimately - a vegan world.



HOW WE'RE CHANGING THE STATUS QUO

To help vegan eating reach the mainstream, we focus on three main areas of work:



1. Encouraging and supporting millions of people to try veganism



2. Creating the necessary media and social media buzz to raise awareness of the topic and the benefits of a vegan lifestyle



3. Encouraging companies to promote and launch more delicious vegan options to increase the quality, availability and visibility of vegan food

WHY WE EXIST



PLANT BASED FOOD CATEGORY WORTH £1.2 BILLION

Plant-based dairy grew from £300m in 2017 to £608m in 2021, while plant-based meat alternatives grew from £308m in 2017 to £616m in 2021.

Source: The Grocer

1. INCREASING PARTICIPATION IN OUR PLEDGE

The more people eat plant-based in January, the bigger the impact on animals, our planet and human health. At the same time increase participant numbers drive businesses to launch more vegan products and menu items to cater to this growing audience.

2. DRIVING CORPORATE CHANGE FOR GOOD

The more businesses speak positively about veganism and launch new vegan products, the better the availability, visibility and quality of vegan products becomes, making it easier and tastier to try vegan. This is inspiring more people to choose plant-based options and stick with it long term.

3. RAISING AWARENESS

Raising awareness of the positive impact of a plant-based diet by working with celebrity ambassadors, influencers and mainstream media creates the buzz around Veganuary that is needed to inspire both individuals and companies to join the trend.

4. GROWING THE GLOBAL MOVEMENT

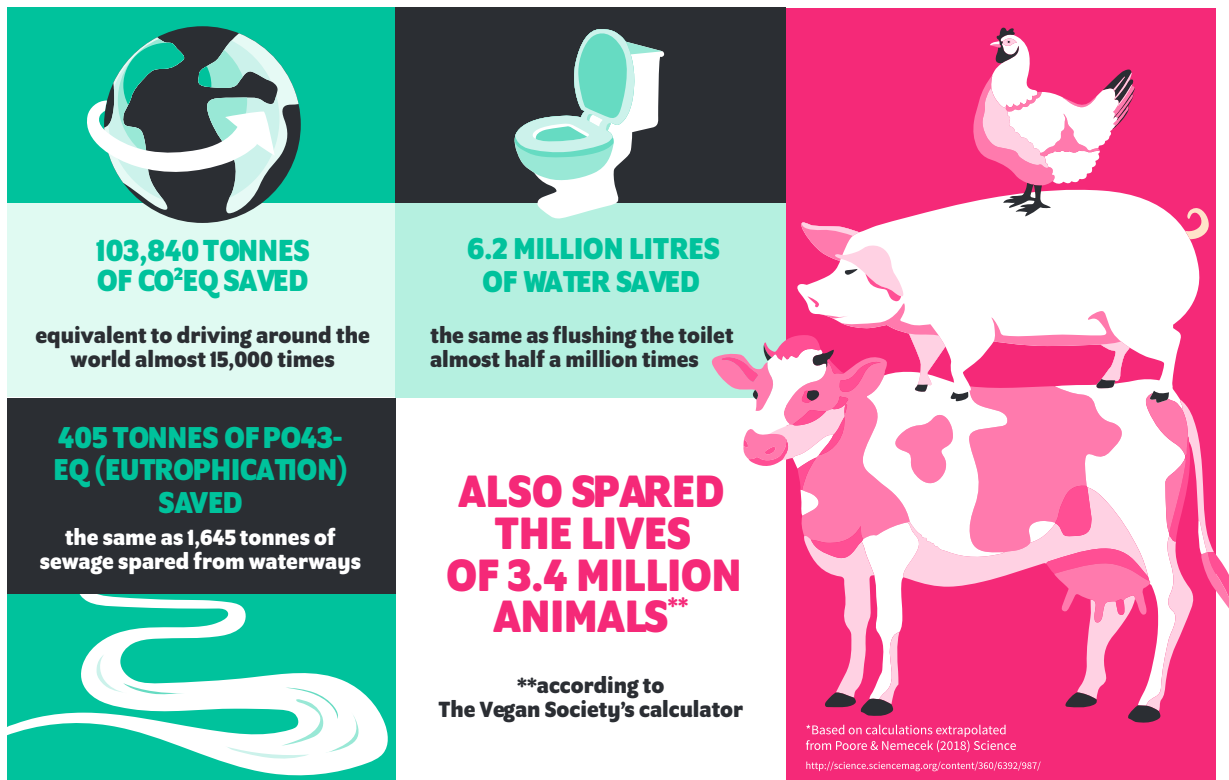
We have replicated positive change in other countries by growing our international team and working with our international partners.

OUR IMPACT

Since the Veganuary campaign launched in 2014, more than 2 million people have registered to try vegan, although data suggests that 10 times more people actually participate in January each year.



WHAT WE'VE ACHIEVED SINCE 2014



OUR IMPACT



DEBORAH MEADEN

“Taking part in Veganuary helped me change how I eat, and now my diet is the best for animals, the planet and for me. If the climate crisis, animal suffering or the loss of wild places and species concerns you, sign up, take part and let Veganuary help you, too.”

CORPORATE ENGAGEMENT IN THE UK

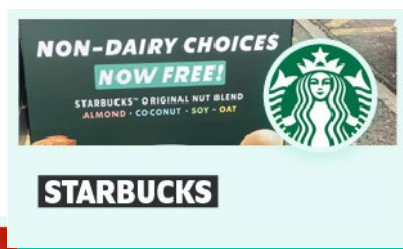
In the UK alone, more than 800 new vegan products and menu items were launched with reference to Veganuary in January 2022.



CADBURY



DELIVEROO



STARBUCKS



MCDONALD'S MCPLANT

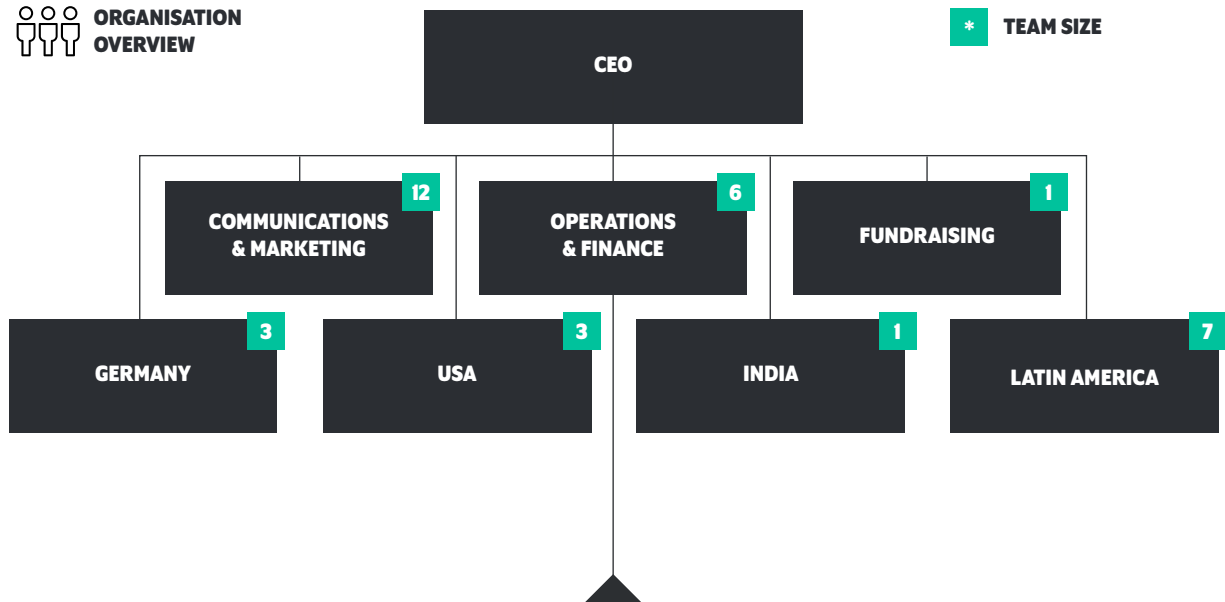
OUR TEAM


6.6 MILLION HOUSEHOLDS BUYING VEGAN AFTER VEGANUARY

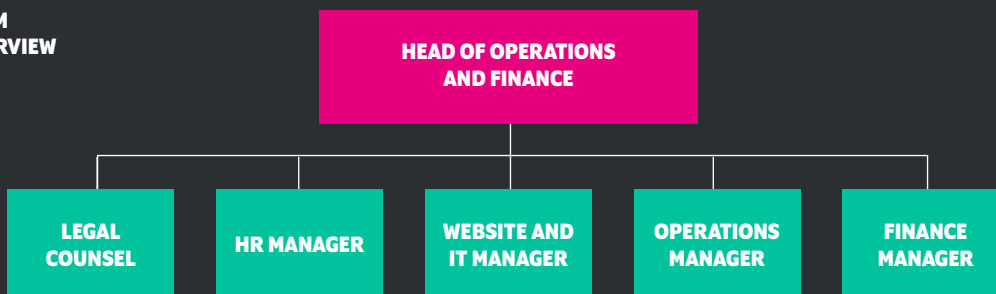
Vegan-specific ranges were bought by 6.6 million households in Feb 2021 as Veganuary helped sales of those products grow by 23% compared to the same period in 2020

Source: The Grocer

 **ORGANISATION OVERVIEW**



 **TEAM OVERVIEW**

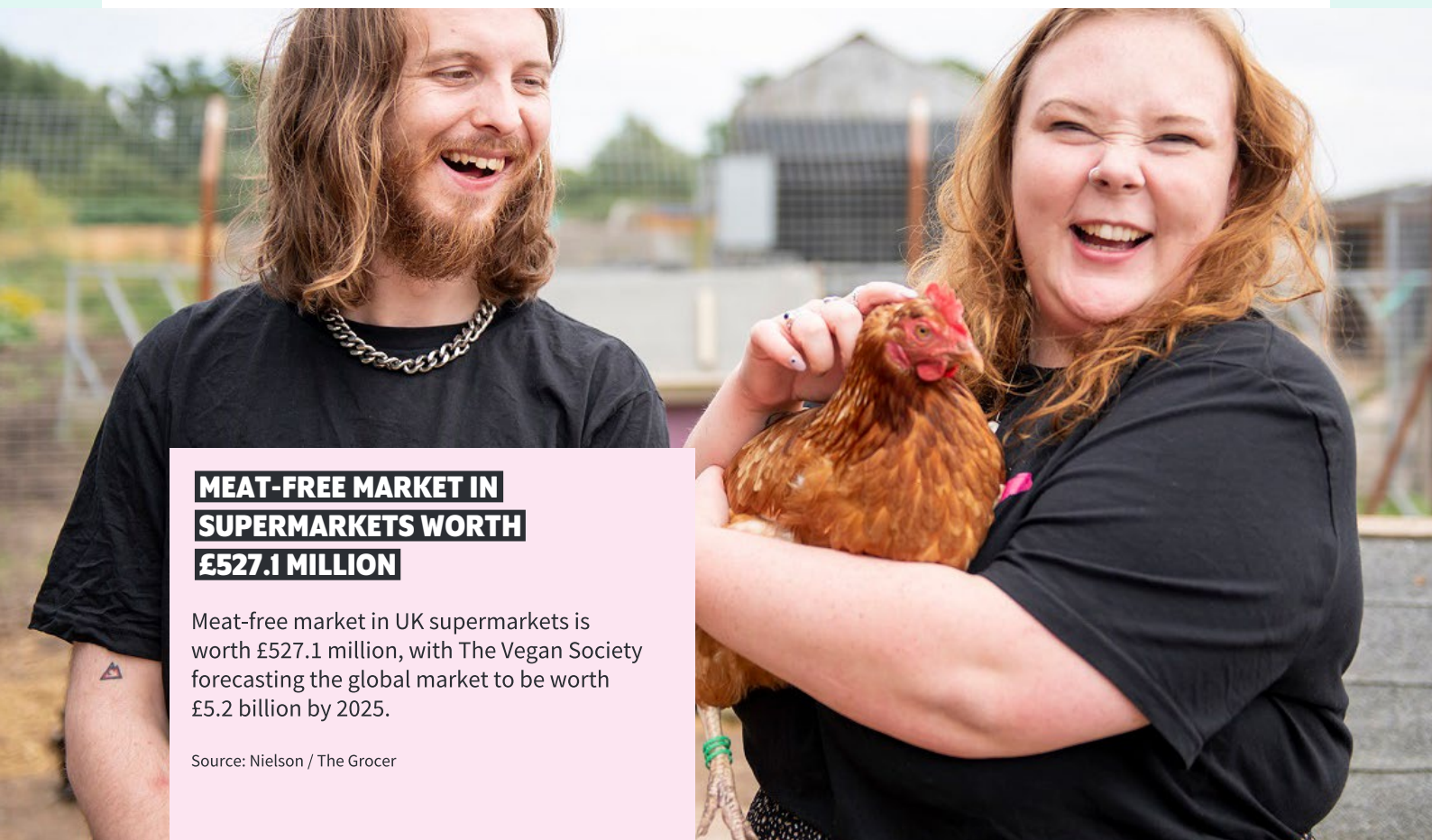


THE ROLE

DESCRIPTION

Reporting to the Chief Executive, the Head of Operations and Finance will lead on financial management, supervise and optimise the organisation's operations in the UK, and support our growing international team in operational matters.

Playing a pivotal part in the Senior Management Team, you will be responsible for ensuring that Veganuary's day-to-day operations - including governance, administration, HR, finance, legal and IT remain compliant, responsive and efficient.



**MEAT-FREE MARKET IN
SUPERMARKETS WORTH
£527.1 MILLION**

Meat-free market in UK supermarkets is worth £527.1 million, with The Vegan Society forecasting the global market to be worth £5.2 billion by 2025.

Source: Nielson / The Grocer

THE ROLE

RESPONSIBILITIES



JOANNA LUMLEY, ACTOR:

“Veganuary’s mission is to make the world a kinder, safer, happier place for all, which makes their January campaign utterly irresistible. I’m in awe of every single person taking part for the climate, our rivers and oceans, forests and wild places, animals and people. You’re all angels.”

- Line manage, develop and empower a small team of full-time and part-time staff
- Lead on the implementation of processes, protocols and policies to optimise the organisation’s day-to-day operations
- Be the main point of contact for all operational queries, and support departments with compliance
- Oversee all aspects of finance for Veganuary and Veganuary Trading Limited
- Lead the annual audit process, working closely with the Chief Executive and Finance Manager to produce the statutory accounts and trustees’ annual report, in accordance with the SORP
- Ensure that adequate financial targets are set and monitored to ensure the charity’s growth
- Work with the CEO and Fundraising Manager to identify funding priorities and develop compelling cases for support
- Review and monitor levels of insurance and adequacy of cover
- Oversee HR procedures such as:
 - Payroll (external providers in UK and Germany)
 - The utilization of our HR platform, Breathe HRIS
 - Manage recruitment and performance appraisal processes
 - Manage HR policies and processes, including staff wellbeing initiatives
- Ensure that charity, company and employment laws are followed and all required reports and returns are filed in a timely manner
- Oversee the management of IT systems and security, ensuring they are integrated and fit for purpose
- Oversee all aspects of office and admin management, including day-to-day office systems for security, maintenance and housekeeping
- Participate in Board meetings and Finance and Remuneration subcommittee meetings when required and provide secretariat to the Board

THE ROLE

1 IN 20 BRITS ATTEMPTED TO GO VEGAN IN JANUARY

YouGov data shows that one in twenty Britons (5%) attempted to go vegan in January 2021, while another 3% already have a plant-based diet. Among 18-24 year olds, 6% are already vegan, while a further 8% participated in the challenge.

Source: Nielson / YouGov

PERSON SPECIFICATION

Rather than reel off a long list of specifications, we've narrowed it down to three key requirements:

- Are you a qualified finance professional with significant experience of overseeing finance functions in UK charities?
- Are you a skilled strategic thinker with a proactive approach to solving problems?

- Do you enjoy building efficient structures and processes that limit bureaucracy and drive growth?

Then we want to hear from you.

Please apply immediately as we are looking to fill this role urgently. For this reason, we'll review applications and hold interviews on a rolling basis.

HOW TO APPLY

We're excited to fill this role and hope you're excited to apply.

Here's what to do next:

Step 1. Read this document carefully to make sure it's the right job for you.

Step 2. Send your CV to Bamboo Fundraising and arrange a time to have a chat.

info@bamboofundraising.co.uk
0203 750 3111

Step 3. Submit your application by Sunday **3rd April 2022.**

If you have any questions, please contact our partners at Bamboo Fundraising.

Thank you for applying and good luck!