

Interim Director, Spain

Contract: October 2025 to October 2026
Hours: 40 hours per week
Reports to: CEO
Work base: Home-based within Spain
Salary: €39,000 - €42,000 per year (depending on experience)

About Veganuary

Be part of a small, but dynamic organisation that makes headlines in January and throughout the year!

Veganuary is an international non-profit organisation that encourages people worldwide to try vegan in January and beyond. Veganuary's popular cultural appeal, along with our positive and non-judgemental approach to veganism, is making a measurable difference for animals and the planet as well as improving people's health. We proactively support people and businesses alike to explore the diverse world of plant-based foods and the benefits they bring.

Millions of people – from nearly every country in the world - have taken part in Veganuary since our launch in 2014, and thousands of new vegan products and dishes have been added to shop shelves and restaurant menus worldwide. This is a very exciting time to join our international team of talented, valued and committed people who enjoy their ability to collaboratively contribute to this amazing cause.

Our Vision:

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 Values:

Impact: we are committed to a vegan world; we will utilise research to evaluate how the highest number of lives can be spared and direct resources to that end.

Empowerment: we will optimise our outreach to support and encourage people on their vegan journey in a non-judgemental, positive, constructive and easily accessible way.

Collaboration: by partnering with other mission-driven organisations and working closely with corporates, we will make a bigger difference.

Diversity and inclusion: we know that it takes people with different ideas, strengths, interests and backgrounds to achieve our vision; we appreciate the value of this and how it brings us closer to achieving our mission.

Respect and integrity: in all internal and external relationships, we will strive for genuine, honest, and transparent communication.

Resilience: we will continue to create a professional and sustainable (human, social, economic and environmental) organisation.

Role Description

We are seeking an experienced professional to provide maternity cover for the Director role, leading the planning, coordination, and delivery of the Veganuary campaign in Spain. During this period, you will be responsible for managing Veganuary's presence in Spain, maintaining and developing relationships with businesses, media, influencers, and other organisations, supervising a small team of freelance support and ensure the campaign's continued success. The ideal candidate will be a proactive campaigner, familiar with advocacy movements, and a natural networker with the ability to identify and seize opportunities to build connections and maximise impact.

Core Responsibilities

- Oversee the creation, translation, and adaptation of high-quality communications content, including press releases, pitches, email/web/social content, and general campaign resources.
- Develop and oversee a social media content strategy for Veganuary's Spain social media channels to maximise impact and reach
- Ensure that international brand and style guidelines are upheld in all communications.
- Oversee the content and proper functioning of Veganuary's newsletter series prior to the campaign launch.
- Lead on our corporate engagement work in Spain by establishing relationships with food businesses including restaurants, retailers, and manufacturers and identifying opportunities for mutual benefit with the goal of persuading companies to activate for Veganuary's main campaign and/or mini campaigns by launching, promoting, and improving vegan product ranges.
- Manage sponsorships: identify potential sponsors, cultivate and manage sponsor relationships, and oversee the implementation of sponsorship agreements.
- Grow awareness and positive reputation of the Veganuary brand amongst stakeholders, influencers, the media, corporations, other advocacy organizations, and potential supporters.
- Deliver an impactful marketing and PR campaign that maximizes Veganuary's brand exposure in Spain, including work with celebrities and influencers
- Serve as a spokesperson for the organization at events and in media interviews as needed.
- Collaborate with other areas of the organization and participate on international teams like the Marketing Team, Corporate Engagement Team, etc. to ensure Spain is in alignment with global strategy.
- Ensure that key campaign outcomes are reported, evaluated, and leveraged for maximum organizational impact.
- Ensure that Veganuary adheres to all government guidelines and regulations in Spain.
- Undertake any further duties that may reasonably be required of the role.

Person specification

- Native Spanish speaker
- Residence in Spain
- Strong command of the English language
- A minimum of 3 years' relevant experience in a similar role
- Line management experience
- Project management experience
- Strong written and verbal communication skills
- Experience public speaking and delivering campaign messages via TV, radio, written media, and live audience.
- Experience developing and implementing successful communications and marketing strategies; designing and delivering effective campaign tactics using social media; producing high quality written communications, such as social media posts, blogs, pitches and press releases.
- Previous experience working within the nonprofit sector.
- Complete alignment to the values of Veganuary as a vegan organisation as well as a thorough understanding of all aspects of veganism.
- Ability to work proactively and collaboratively.
- Share and support Veganuary's vision and values

Application Process

If you would like to apply for this role, please submit your CV and a covering letter written in English (no longer than 1000 words) answering the following questions:

- Why do you want to work for Veganuary?
- Why do you want this role specifically?
- Why are you the perfect candidate for this role? (Please refer to the person specification above)

We only consider your application if it includes the cover letter. In order to apply please submit through [our application system](#) before the deadline of **9am CEST on Monday 15 September 2025**.

Interview process:

Our recruitment process normally takes around 2 weeks and usually consists of 3 stages as follows:

1. A job specific pre interview task

We receive many amazing applications for our roles and it's sometimes difficult to select a small number of people to interview. By having a pre interview task, it allows us to learn more about our shortlisted candidates than a CV and cover letter can tell us.

2. An interview with the Hiring Manager and one other team member

This is always competency based and job aligned so there isn't anything for you to prepare.

Veganuary is an equal opportunities employer and is committed to creating an inclusive work culture that reflects and celebrates our diverse world. We therefore welcome applications from all suitably qualified persons, regardless of their ethnicity, sex, disability, religion, sexual orientation, gender identity or expression, marriage and civil partnership status, or age. We recognise our duty as an employer to foster an environment that embraces diversity and are constantly reviewing our practices to become even more inclusive as an organisation. We also recognise that certain groups in our industry are under-represented – we welcome applications from all who meet the role's requirements and are making efforts to attract a diverse pool of candidates to combat the lack of representation.