

Executive Director, Fundraising and Communications

May 2026



Welcome

Thank you for your interest in the role of Executive Director, Fundraising and Communications at the British Asian Trust. The British Asian Trust was founded in 2007 by King Charles III, then The Prince of Wales, alongside a group of British Asian entrepreneurs and philanthropists. Their ambition was to create a different kind of organisation, one that could combine entrepreneurial thinking, private sector partnerships and innovative finance to address poverty, inequality and injustice in South Asia at scale.



That founding intent continues to shape the organisation today. Over the past decade, the Trust has grown significantly, with over £17m income targeted for 2026/27 and a portfolio that reflects both scale and innovation. This includes the \$50m Child Opportunity Fund (KAWACH) programme, a £30m education financing initiative, and a mental health programme that has reached over 100 million people. More recently, our merger with Elephant Family has expanded our work into conservation, adding a new and important dimension to our mission.

We are now entering the next phase of our development. The opportunity ahead is to build a more focused, scalable and globally relevant organisation, with particular emphasis on strengthening and diversifying our income base, while continuing to evolve how we communicate our impact and position ourselves with partners and supporters. This role is central to that ambition.

We are seeking a senior leader to establish and lead an integrated Fundraising and Communications function, with clear accountability for income growth. The priority will be to build a high-performing, insight-led fundraising operation capable of delivering sustained and diversified revenue across the UK, South Asia and international markets, supported by a communications approach that sharpens our proposition, enhances engagement and amplifies results.

As a member of the Senior Management Team, reporting directly to me, you will play a key role in shaping the organisation's next chapter. You will be responsible for setting direction, building capability, and driving delivery, with a strong focus on translating strategy into tangible income outcomes, while ensuring communications is effectively aligned to support and accelerate fundraising success.

This is a role for someone who combines ambition with discipline. You will need strong strategic judgement, a track record of delivering income growth, and the ability to engage credibly with senior stakeholders and the Board. You will be comfortable operating at both a strategic and operational level, leading from the front where needed, and bringing pace, structure and accountability to delivery.

At the same time, you will bring a collaborative and thoughtful approach, recognising the importance of aligning people behind a shared vision and building a culture of performance and shared ownership.

Above all, we are looking for a leader who is motivated by impact, someone who wants to build a fundraising engine that performs at a high level and enables meaningful, lasting change. If this resonates with you, I would love to hear from you.

Hitan Mehta
Chief Executive



About us

The British Asian Trust

The British Asian Trust is working towards a South Asia that is free from poverty where everyone can meet their full potential. Our work unlocks the potential of disadvantaged people by maximising the impact and support of the South Asian diaspora.

Background

Founded in 2007 by His Majesty The King (when he was The Prince of Wales) and a group of visionary British Asian business leaders. We are a unique organisation, led and driven by the South Asian diaspora and by a powerful belief that traditional approaches to philanthropy and development will not, alone, solve the challenges of the region. We run programmes in India, Pakistan, Bangladesh and Sri Lanka. Since we were founded, we have reached over 18.8 million people. Our aim is to make the greatest possible impact through our programmes which tackle problems and inequalities in the areas of education, livelihoods, mental health, child protection and conservation.

How we work

The scale and complexity of the challenges in South Asia demand innovative and ambitious approaches to tackling them. We work in partnership to design and deliver programmes, raise funds and convene partnerships that combine new social finance tools, philanthropy and technology to deliver impact at scale. We focus on pioneering outcomes-driven programmes delivering and measuring real change for the communities we serve.

Our programmes

Our programmes aim to reduce poverty and propel communities in South Asia. To achieve the greatest possible impact on the scale and complexity of the challenges, we disrupt the traditional development agenda and seek new, effective solutions.

Education

Whilst school enrolment has improved, the standard of education continues to be a major challenge across South Asia. Our programmes focus on improving learning outcomes and achieving better education results.

Livelihoods

More than 700 million people in South Asia survive on less than \$2.50 a day. We support women and young people to get jobs and create businesses through developing their skills and investing in entrepreneurship.

Child protection

We aim to create safe spaces that prevent the abuse and exploitation of vulnerable children and ensure that they can live their lives to the fullest potential.

Mental health

There is a mental health crisis across South Asia. By raising public awareness, developing new services and challenging stigma, we are transforming the situation for millions of people with mental health issues.

Conservation

In South Asia, millions of people live alongside the world's most endangered species. Our work enables people and wildlife to coexist, ensuring all life can thrive in shared space. There is an urgent need to halt biodiversity loss and protect wildlife.

Highlights

- Launched a \$50m Child Opportunity Fund that will give millions of children better opportunities for the future and lead a life safe from violence and exploitation.
- The Animal Ball 2023 raised £2 million for our conservation work and Wonders of the Wild in May 2025 raised £750k.
- Launched a new Climate Innovation Fund in Bangladesh to help build resilience to climate change
- Improved learning for 200,000 children through our award-winning and innovative Quality Education India Development Impact Bond.
- Delivered an Aid Match campaign with the UK Government, securing £4m to enable a major Livelihoods programme to create jobs for thousands of women in Pakistan.
- Launched \$14m Skill Impact Bond with the Government of India to transform the skills ecosystem and focus on securing and retaining jobs, especially for women.
- Launched LiftEd to support up to four million children across five years in foundational literacy and numeracy.
- Partnered with Mir Khalil ur Rahman Foundation and GEO, the largest media conglomerate in Pakistan to deliver Milkar, a nationwide awareness raising campaign to address the mental health crisis.



Role purpose

In recent years we have experienced substantial growth and increased our impact, with organisational annual turnover increasing from £1m and reaching over £20m. We have achieved this growth through diversifying and expanding our supporter base across different groups and geographies, as well as investing in our staff, programmes and innovative approaches (such as becoming a sector leader in Social Finance). Our growing track record for innovation and delivering impact at scale, alongside our ability to convene and mobilise high-level stakeholders, has enabled us to secure a strong platform for further growth.

As we have become more successful, our ambitions have become even greater. We are seeking a highly experienced senior leader who can drive forward the strategy across our committed fundraising and communications teams and build a high-performing, insight-led function with clear accountability for income growth, focused on securing and scaling high-value funding across major donors, corporates, philanthropy and strategic partnerships. The postholder will be accountable for delivering and growing income against ambitious targets, with a particular focus on high-value and strategic funding streams.

Key responsibilities

Strategy and planning

- Executive accountability for fundraising performance, including delivery and growth of global income targets, with clear ownership of high-value revenue streams and ROI across all channels. Lead on the creation and execution of a dynamic and ambitious organisation-wide fundraising strategy, including a clear focus on scaling high-value income across HNW individuals, corporates, philanthropy and innovative finance, aligned with organisational goals and resource requirements.
- Corporate leadership on communications; drive a communications strategy that develops our external profile, reputation and influence as a best-in-class international non-profit organisation according to our mission, goals and impact, ensuring communications is strategically aligned to support, strengthen and accelerate fundraising and influencing outcomes.
- Oversee a full range of communications disciplines including digital and social media, brand marketing, media and PR, celebrity management, production of collateral and internal communications, planning ahead to ensure appropriate support across teams and well-timed external output.
- Lead on developing a combined fundraising and communications function. Ensure collaboration between Fundraising and Communications Teams, ensure availability of high-quality and up-to-date fundraising collateral – ranging from pitch decks and engagement materials, through to stewardship and reports, all of which meet our donors and prospects needs and capture the impact, scale and depth of our work.
- Ensure a strong relationship between the Communications and Programmes Teams to collect stories, case studies and information to ensure that we are constantly communicating about the impact we are making.
- Provide strong and effective corporate leadership through being a member of the Senior Management Team, working closely with relevant Trustees and taking corporate responsibility for initiatives beyond fundraising and communications. Provide executive leadership to the Fundraising Committee and ensure that it functions effectively as a Board sub-committee.

Fundraising

- Lead the development and delivery of a high-value fundraising strategy, with particular focus on major donors, corporates, foundations and strategic partnerships.
- Lead and develop excellent relationships with key stakeholders, including new and existing major donors, other supporters, Board of Trustees and the Royal Household.
- Personally lead and support the development of high-value donor relationships, working closely with the Chief Executive and Board to secure transformational gifts.
- Build and oversee a robust global pipeline of high-value prospects, ensuring disciplined pipeline management, conversion and stewardship.
- Drive expansion of income across priority markets, including the UK, South Asia and international funding hubs.
- Develop and manage the fundraising budget, ensuring teams have sufficient and appropriate resource to achieve targets and resources are allocated effectively. Plan, implement, monitor and evaluate approved fundraising plans and strategies in order to reach and exceed target.
- Lead and be accountable for all fundraising outputs (such as events, materials and engagement approaches), ensuring appropriate delegation of roles, responsibilities, projects and tasks to maintain clear expectations of achieving the highest possible standards.
- Ensure all fundraising activity is compliant with regulations in all countries where we operate, follows guidance from the Chartered Institute of Fundraising and the Fundraising Regulator and is compliant with British Asian Trust policies.

Team leadership

- Line management of the UK-based Fundraising and Communications Teams and matrix management of in-country teams (India and Pakistan) including having oversight of the income being raised there.
- Ensure Fundraising and Communications Teams are motivated and high performing and create a culture of accountability and collaboration – encouraging empowerment of staff, delegated decision making and a problem-solving approach.
- Work closely with other departments, including Programmes and Operations, to ensure alignment between fundraising and communications efforts and organisational objectives.
- Ensure all personnel policies and procedures are followed, and the learning, development and training needs of fundraising staff are met. Guide, coach and support line managers and ensure all staff engage in the appraisal process.

Communications

- Lead a communications strategy that drives engagement, strengthens brand and directly supports fundraising and income generation. Lead and develop our brand across our two entities; British Asian Trust and Elephant Family, ensuring that messaging differentiates the two brands. Manage the interplay between these brands and our audiences in each of the countries we fundraise and deliver in, being particularly aware of the political context of South Asia.
- Drive a strategy around British Asian Trust and Elephant Family's influence and positioning, stakeholder engagement mapping and relationship building across key audiences.
- Engage our ambassador network, including finding creative ways to use this community to help drive engagement in, and support of, our work, as well as profile at international gatherings and other forums, so that we leverage our presence to support reputation and income generation.

Compliance and reporting, with a data and metric led approach

- Ensure all policies related to fundraising and communications are kept up to date and relevant, including the Due Diligence, Gift Acceptance and Ethical Fundraising Policies and ensure the Fundraising Manual is kept up to date with the relevant systems and processes. Work with the Finance team to ensure compliance with financial regulations.
- Provide the SMT and Board of Trustees with regular reports on performance against plans, targets and ROI across fundraising and communications.
- Ensure all fundraising and communications strategies are supported by clear and concise metrics and dashboards on Salesforce updated on a regular basis. Use Salesforce effectively to drive activity and accountability.
- Maintain an excellent knowledge of fundraising and communications trends within the organisation and wider international development and charitable sectors, including sector benchmarking/insight generation as appropriate.
- Be an effective member of the Senior Management Team and take on other corporate leadership responsibilities as and when required, including contributing as a senior leader to building organisational culture and strategic decision making.

Key relationships

- Chief Executive
- Senior Management Team
- Fundraising Committee
- Board of Trustees



Person specification

Knowledge and experience

- Proven track record of securing and scaling high-value income, including major gifts, corporate partnerships and strategic funding relationships.
- Experience of working closely with a Chief Executive, senior leadership team and a board with a growth mindset, fast pace and highly ambitious culture.
- Knowledge or understanding of developing and leading an integrated fundraising and communication strategy in a complex organisation.
- Proven track record of developing and delivering impactful fundraising and communications strategies.
- Knowledge of financial management, including budgeting and resource allocation.
- Experience of building and managing strategic stakeholder relationships donors and stakeholders in both a national and global context.
- An understanding of the non-profit sector and how it differs from other sectors.

Styles and behaviours

- Entrepreneurial, self-starter, able to work independently.
- A clear strategic thinker but who can deliver operationally, with the ability to be hands on when necessary.
- Action-oriented leader, adaptable, and innovative with an ability to work through periods of change and growth, trustworthy and patient.
- Ambitious, target driven and self-motivated; resilient and can work at pace.
- Influencing skills, ideation, creative thinking and an excellent communicator.
- Open to new ways of working, learning new tasks and skills as required.

Skills and abilities

- Excellent written and verbal communication skills, a persuasive and passionate communicator, with excellent interpersonal skills.
- Excellent leadership skills with the ability to demonstrate collaboration, coaching and development and, with the ability to inspire and lead change successfully.
- Ability to manage high levels of ambiguity and uncertainty, to prioritise work and work well at pace and under pressure with agility, clarity of vision and a high level of drive.
- Demonstrable ability to effectively drive change in organisations including systems and processes.
- Able to demonstrate a flexibility of approach and work effectively to lead a team.
- Strong advocacy and influencing skills with the ability to represent and promote our mission and values.
- Creative and entrepreneurial outlook with the ability to spot opportunities to deepen impact, and act quickly.
- Demonstrable success in leading projects, building project teams and developing and supporting experienced staff.

Desirable

- Experience of international development, the not-for-profit and / or the impact investing sectors.
- Experience and knowledge of South Asia, the issues it faces and the motivations and outlook of the South Asian diaspora.

Terms of appointment

Salary

The salary for this role is £120,000 per annum on a full-time permanent basis, with flexibility for an exceptional candidate.

Hours

Full Time, 37.5 hrs a week.

Core Office hours are 9:00 am to 5:30 pm

Contract

Permanent.

Office location

Scale Space, White City, West London.

We currently operate a hybrid model with home and office working. Currently staff are required to work from our office two days per week.

Pension

The British Asian Trust operates an automatic enrolment scheme via NOW Pensions. You will be automatically enrolled if you fulfil criteria based on age and earnings. Employer contribution is 5%.

Annual leave:

In addition to normal bank and public holidays, staff are entitled to 25 days paid holiday per leave year, pro rata. The leave year is from the 1 January to 31 December and holiday entitlement accrues throughout a year.

Additional benefits

- Cycle to work scheme.
- Access to a wellbeing platform.
- We have in the recent past offered staff half day Fridays off during the months of August and December and a further three days between Christmas and New Year. These days are over and above annual leave entitlement and are currently discretionary.

How to apply

We hope you will consider making an application. You will need to submit the following:

- Your CV (no more than three sides).
- A supporting statement (no more than two sides) that sets out why you think this role is the right move for you and how you meet the knowledge and experience criteria.

Closing date: Thursday 11 June 2026

Preliminary interviews: w/c 15 June 2026

Final Panel interviews: Wednesday 24 June 2026

If you wish to have an informal discussion about the opportunity, please contact our retained consultant Ryan Burdock at Prospectus on 020 7400 6398, or email ryan.burdock@prospect-us.co.uk

Equality and diversity

The British Asian Trust has a zero-tolerance approach to bullying, harassment, exploitation and abuse. We have committed to safeguard the wellbeing of every person in our community and all the people that we work with, through and for. All people without exception have the right to protection from harm, including all forms of bullying, harassment, exploitation and abuse. We are an equal opportunities employer and we welcome applications regardless of sex, gender, race, age, belief in any religion and none, gender identity, ethnic origin, class, sexuality, nationality, appearance, disability, responsibility for dependants and any other matter which causes a person to be treated with injustice. Please note, the British Asian Trust is not able to sponsor a work visa for this position, therefore candidates will be required to evidence their right to work in the UK.