

Job Description and Person Specification

Job title	Associate Director Programme Fundraising
Reporting to	Director of Fundraising
Salary	£80,000- £85,000
Hours / contract	37.5 per week Permanent
Location	Office based at least 2 days per week

The British Asian Trust

The British Asian Trust is one of the most exciting and innovative charities in the country. We maximise the support of the South Asian diaspora to drive positive change across South Asia, working to ensure that everyone is free from poverty and able to meet their full potential.

The scale and complexity of the challenges in South Asia demand innovative and ambitious approaches to tackling them. We work in partnership with others 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 are a dynamic and fast-paced organisation. In recent years we have experienced substantial growth, with organisational annual turnover increasing from £1m to £23m. We have also secured a number of significant multi-year, multi-million-pound partnerships that enable us to deliver large-scale and impactful programmes.

Our sources of income include HNIs, Philanthropists, Trusts and Foundations, Corporates and Corporate Foundations, and Institutional/Public Sector agencies (bilateral/multilateral) – in the UK, South Asia and globally.

Role purpose

The Associate Director of Programme Fundraising will play a critical role in driving the British Asian Trust's income growth by leading and shaping our programme fundraising strategy. This senior position will focus on securing significant funding from institutional donors, trusts and foundations, and strategic corporate partnerships to support our high-impact programmes across South Asia. In the 2025/2026 Financial Year the postholder be responsible for an income target of £4.5m.

Working closely with internal and external stakeholders, the Associate Director will develop compelling funding propositions, cultivate key donor relationships, and ensure the delivery of ambitious income targets. They will be responsible for overseeing the programme fundraising for the overall organisation. They will directly lead a high-performing team of 5 fundraisers and support fundraisers based in India and Pakistan, fostering a culture of excellence, innovation, and collaboration to maximise fundraising opportunities. The postholder will also be an active and contributing member of the Fundraising Leadership Team and able to confidently represent the British Asian Trust at high profile, sector leading events.

They will be responsible for managing and delegating multiple competing priorities in a dynamic and fast-paced environment, requiring strong organisational skills, resilience, and the ability to balance multiple demands effectively. This role is ideal for a strategic and dynamic fundraiser who is passionate about social impact and possesses the expertise to navigate complex funding

landscapes. The Associate Director will contribute to the long-term sustainability of the British Asian Trust, enabling us to drive transformative change in the communities we serve.

Key Responsibilities

1. Strategic Fundraising Leadership

- Develop and implement a programme fundraising strategy to secure funding from institutional donors, trusts and foundations, and corporate partners.
- Lead on income generation strategies aligned with the organisation's nine programme priorities across India, Pakistan, and Bangladesh.
- Identify and develop new funding opportunities to ensure sustainable income growth.
- Manage and delegate multiple competing priorities in a dynamic, fast-paced environment, ensuring effective organisation, resilience, and the ability to balance diverse demands efficiently

2. Relationship Management and Donor Engagement

- Cultivate and manage relationships with key donors, influencers, and networks
- Represent the British Asian Trust at high-profile sector events, conferences, and donor meetings.
- Build strategic partnerships to enhance programme funding opportunities.
- Grow established relationships with key donors and supporters through sector-leading stewardship and donor management (reporting, etc)

3. Team Leadership and Development

- Lead and mentor a high-performing team of programme fundraisers across senior managers, managers, and officers with specific skills spanning all income streams.
- Matrix manage fundraisers based in India and Pakistan, ensuring they are integrated into your own team
- Set clear objectives, monitor KPIs, and ensure team accountability.
- Foster a culture of collaboration, innovation, and continuous professional development.

4. Proposal Development and Fundraising Execution

- Oversee the development of high-quality funding proposals aligned with donor priorities.
- Ensure a systematic approach to prospect research, donor engagement, and funding applications.
- Drive fundraising efforts for the British Asian Trust's programme priorities.
- Lead on complex, multi-stakeholder fundraising bids across income streams as required

5. Financial and Resource Management

- Develop and manage the programme fundraising budget, ensuring income targets are met.
- Oversee resource allocation to optimise team success and growth.
- Monitor financial performance and ensure accurate reporting of restricted funding.

6. Policy, Process and Compliance

- Design and implement policies to ensure compliance with donor requirements and industry standards.
- Oversee internal processes related to restricted funding, financial reporting, and donor contract management.
- Work closely with the Programme, Finance, and Communications teams to align policies and processes with donor expectations.

7. Sector Engagement and Environmental Scanning

- Stay informed on trends in philanthropy, institutional fundraising, and international development.

- Contribute to sector knowledge by engaging in thought leadership, policy discussions, and best practice sharing.

8. Cross-Team Collaboration and Strategic Partnerships

- Work closely with senior leadership, programme teams, and finance staff to align fundraising strategies with organisational priorities.
- Drive collaboration across teams to enhance funding proposals and donor engagement.
- Support programme design and innovation to strengthen the organisation's funding pipeline.

Skills and Experience

Essential:

- Proven experience in a senior programme fundraising role, securing multi-million-pound funding from institutional donors, trusts, and foundations.
- Experience in international development or social impact sectors.
- Strong track record in developing and implementing fundraising strategies to drive income growth.
- Excellent relationship management skills, with experience engaging high-value donors and external stakeholders.
- Leadership experience, including managing and mentoring fundraising teams.
- Strong financial acumen, including budget management and income forecasting.
- Exceptional written and verbal communication skills, with the ability to develop compelling funding proposals.
- Ability to navigate complex funding landscapes and adapt to shifting donor priorities.
- Deep understanding of fundraising compliance, donor reporting requirements, and best practices.

Desirable:

- Knowledge of innovative funding mechanisms, such as impact investing and blended finance.