



# British Asian Trust

## ROLE PROFILE

### Senior Programme Fundraising Manager (Trusts and Foundations)

<b>Job Title</b>	Senior Programme Fundraising Manager (Trusts and Foundations)
<b>Reporting to</b>	Associate Director Programme Funding
<b>Line Management responsibility</b>	Yes, line reports x2
<b>Salary</b>	c. £55,000 - £60,000 depending on experience
<b>Location</b>	A minimum of 2 days a week (Tues and Wed) in the London office required, otherwise flexible

#### Key accountabilities

##### The British Asian Trust

The British Asian Trust (BAT) 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 India, Pakistan, Bangladesh and Sri Lanka, working to ensure that everyone is free from poverty and able to meet their full potential. Since our foundation, we have positively impacted the lives of almost 13 million people through our education, livelihoods, mental health, child protection, and conservation programmes.

The scale and complexity of the challenges in South Asia demand innovative and ambitious approaches to tackle 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.

In recent years we have experienced substantial growth, with organisational turnover increasing from £6m in 2018/19 to £23m in 2021/22. This growth includes pioneering new social finance mechanisms in South Asia, including conceptualising and executing 3 of India's 5 Development Impact Bonds with a value of over \$40m. In addition, we secured multi-million-pound partnerships with the likes of BT, the Children's Investment Fund Foundation and Foreign Commonwealth and Development Office (FCDO) to support disadvantaged communities across South Asia. The Programme Fundraising Team has played a central role in supporting this growth, helping to secure and manage high value partnerships with Trusts and Foundations, Corporates, as well as Bilateral and Multilateral Agencies.

##### Role purpose

The Senior Programme Fundraising Manager (Trusts and Foundations) will be a vital part of the Programme Fundraising Team. Growing and diversifying our income from Trusts and Foundations, at all levels, in the UK and across other global markets is a key programme funding priority. This role will lead our work to forge and grow new and existing partnerships with trusts and foundations, with a strong focus on securing new 6-7 figure partnerships.

Reporting to the Associate Director of Programme Funding, the post holder will work closely with BAT's Leadership and Programmes teams to manage existing grants and relationships, initiate new donor engagement, and coordinate the development of funding applications. This is a senior role, responsible for line management of the Programme Fundraising Manager and Programme Fundraising Officer, and expected to engage at a strategic level. You will work closely with the Associate Director of Programme Funding to develop the Programme Fundraising Team's trust and foundations strategy and how we develop programmes to meet the needs of the funding market.

This role presents the opportunity to be at the cutting edge of international development programmes and funding. We are looking for a successful fundraiser who will enjoy the challenges of being a pioneer and has a strong interest in driving new business.

##### Main responsibilities

**New business development (40%):**

- **High value pipeline development:** Proactively research, identify and pursue high value (6-7 figure grants and partnerships) funding opportunities with Trusts and Foundation across the UK and other global markets. Develop a multi-year growth pipeline for new partnerships, identifying high-potential prospects and planning engagement steps well in advance. Ensure a steady stream of potential partnerships to support BAT's growth.
- **Market insights and trends:** Maintain up to date information on donor priorities, strategies and activities pertaining to BAT's programmes and ensure senior management and Country Directors are briefed.
- **Partnership scoping and co-creation:** Work with other internal Stakeholder Leads and wider teams to develop and implement effective engagement strategies, based on the research, including supporting senior management and trustees to initiate and manage key relationships. Lead in-depth partnership scoping discussions with trusts and foundations, co-creating programs and initiatives aligned with both BAT's mission and donor priorities.
- **Proposal/Bid Development:** Work collaboratively and productively with programmes teams and in-country staff, and senior management, to develop and submit funding bids, ensuring alignment with donor strategic goals and outcomes.
- **Process management:** Ensure all relevant internal and external policies and processes are followed in the development and management of partnerships, including due diligence, financial management and other areas of compliance.
- **Thought leadership:** Proactively research, network and engage with key sector stakeholders, groups and platforms to identify and pursue funding opportunities and strategic partnerships in line with the organisational strategy, as well as raise BAT's profile within these spaces, collaborating with programmes and senior staff as appropriate.
- **Cross-functional collaboration:** Actively collaborate across teams, promoting a unified approach to partnership building and creating channels for knowledge sharing within the organisation.
- **Knowledge transfer and internal briefing:** Regularly update internal teams on trust and foundation trends, partnership progress, and strategic priorities. Equip colleagues with relevant insights to foster a collaborative, informed approach to donor engagement.

#### **Grant and Relationship Management (30%):**

- **Partnership management:** Maintain and develop a portfolio of high value Trust and Foundation donors in order to grow BAT's programmes in South Asia. Ensure effective grant and partnership management, working collaboratively with programme leads, Country Directors and communications staff, incl. ensuring compliance with all contract requirements, reporting and delivery of all partnership commitments, including match funding or other fundraising requirements.
- **Crafting engagement strategies:** Stay up to date on donor focus areas, funds and developments. Work with BAT country programmes and senior leadership to develop partnership models and engagement strategies to meet specific interests and priorities of different trusts and foundations.
- **Stakeholder management:** Support internal stakeholder leads (incl. the Chief Executive, Executive Directors and Trustees) to effectively manage donor relationships for which they are responsible, incl. drafting correspondence and writing meeting briefings.

#### **Strategy and management (25%):**

- **Team development:** Line manage the Programme Fundraising Manager and Programme Fundraising Officer, fostering their professional development and enhancing team capacity. Includes setting clear goals, providing ongoing feedback, and empowering him/her to contribute meaningfully to partnership initiatives.
- **Strategy development and implementation:** Support the development of the Programme Fundraising Team's Trusts and Foundations strategy, working closely with the Associate Director of Programme Funding, Fundraising Director and the wider teams.
- **Performance tracking, evaluation and reporting:** Track and document all resource mobilisation efforts, including funds raised and partnership commitments secured, demonstrating the value and impact of each partnership. Provide accurate reports and data as required by other internal stakeholders.

#### **Other (5%):**

- Manage and maintain effective donor records and pipelines on the CRM database.
- Participate in team meetings and events.
- Actively contribute to and support wider BAT activities and initiatives, particularly with regards to income generation and communications.
- Consistently demonstrate the values and principles of British Asian Trust in all its activities.

### **Key relationships**

Internal: Associate Director of Programme Fundraising; Director of Fundraising; Programme Fundraising Team; India, Bangladesh and Pakistan Directors; Programmes staff in-country and the UK; Social Finance Teams; Fundraising Team; Communications Team; and Finance Team.

External: BAT funding partners, including Trust and Foundations; Programme Partners including; NGO's, private sector companies and academic institutions; BAT Service Providers, such as IT.

### **Job-related knowledge, skills and experience**

#### **Essential:**

- Significant experience with demonstrable progression in a high-value (high-six and seven figure) trusts and foundations or similar role, with some management experience.
- Significant experience of managing an opportunity pipeline, generation of new leads, and conversion of leads to funding
- Significant experience setting and tracking effective KPIs for yourself and others
- Proven track record of contributing to the development of organisational fundraising strategies and approaches
- Proven track record of writing compelling donor products and successful funding proposals
- Experience project managing complex bid development, with multiple stakeholders and across multiple locations.
- Ability to work at pace and collaboratively to achieve targets.
- Ability to communicate effectively with a wide range of internal and external stakeholders, adapting style and approach to stakeholder needs.
- Experience of managing high-level internal and external stakeholders (including Chief Executives and trustees) to engage and drive funding opportunities and relationships.
- Deep understanding of global development issues, especially in South Asia.

#### **Key skills required for the role:**

- Ability to influence, be persuasive and credible at senior levels with both internal and external stakeholders
- Ability to communicate clearly and engagingly, both face-to-face and in writing, with the ability to explain complex concepts and ideas
- Highly organised with strong attention to detail and the ability to manage multiple priorities and deadlines simultaneously
- Strategic thinking and problem-solving abilities, with a proactive and results-oriented approach to work and the ability to overcome setbacks
- Ability to understand and navigate internal organisational systems in order to build consensus and collaboration
- Confident working in cross-cultural contexts with teams in the UK, India, Pakistan and Bangladesh, as well as donors across other geographies in the global north and south
- Comfortable with high levels of autonomy whilst also a strong team-player who enjoys sharing knowledge and ideas with others
- Open to new ideas, and devising imaginative new approaches for how to do things differently to better achieve objectives
- Ability to work flexibly, prioritise effectively and work well under pressure
- Good working knowledge of database, spreadsheet and word-processing software