

Head of UK Programmes

October 2025



Welcome

This is an exciting new role for the organisation as we start to deliver programmes in the UK for the first time.

As the Head of UK Programmes at the British Asian Trust, you will play a central role in shaping and delivering our first-ever UK programmes strategy. This is a unique and exciting opportunity to lead impactful initiatives that bring together British Asian communities to tackle critical issues and drive lasting change.

We are best known for diaspora-led international development and deliver high-quality programmes in South Asia. Founded by visionary British Asian Leaders and His Majesty King Charles III, we believe that traditional approaches to development cannot alone defeat poverty and inequality. We are passionate about innovation and disruption and we are global pioneers in using social finance products to drive positive change. Our focus, at all times, is on outcomes and impact.

Now, it is time to bring that influence home. Growing demand from our supporters, deepening inequalities and the hard lessons of COVID-19 drove us to consider launching a programme in the UK. British Asians make up nearly 9% of the UK population, yet too many face persistent health, economic and social challenges. Following nationwide research and consultation, we determined that our first priority should be tackling health inequalities.

As we start working in the UK we want to bring the same sense of innovation, possibility and disruption to our UK programmes. We are looking for a strong, experienced leader to take us into this next chapter.

Although the work will focus on health inequalities at the start, in the long term we want to build a suite of programmes, focused on a range of issues that will change the lives of the South Asian diaspora in the UK.

We have a big vision and bold strategy. We need a self-starter who can turn this into a reality. The Head of UK Programmes will set the direction of this work, identifying the areas where we can have the most impact.

Putting systems change at the heart of our plans, you will forge partnerships and coalitions with key players in this space. You will convene and mobilise strategic partners across government, the NHS, local authorities, health charities and community organisations. You will harness these partnerships to deliver programmatic and advocacy work focused prevention and community health.

You will need strong leadership skills, be at ease in fast paced environments and thrive in ambiguity. You will work alongside the CEO and a global leadership team, with strong support from our UK Advisory Council and Board of Trustees.



About us

The British Asian Trust was founded in 2007 by His Majesty King Charles III when he was The Prince of Wales and a group of visionary British Asian business leaders, to harness the power of the diaspora for social change. Since its inception, the Trust has tackled social challenges across South Asia and, more recently, has been developing a strategy to support British Asian communities in the UK.

Our vision, mission and values

Our vision

A South Asia that is prosperous, inclusive and sustainable.

Our mission

To bring together the South Asian diaspora and partners to create bold, innovative and scalable solutions that catalyse systemic change and unlock the potential of communities.

Our values

- **We are brave**
We challenge traditional approaches and seek to disrupt the development agenda.
- **We have integrity**
We are accountable, credible, transparent and trustworthy.
- **We are passionate**
We are driven by a passion for social change and a determination to achieve the most impact possible.
- **We are entrepreneurial**
We are agile, we take opportunities, and innovation and creativity are at the heart of everything we do.
- **We are one global team**
We work together and we work in collaboration and partnership with others to achieve impact at scale.



Our growth and impact

In the last five years we have seen rapid and significant growth:

- Increased the annual turnover of the organisation from £2.3m to more than £20m.
- Launched a \$50m Child Opportunity Fund in India.
- Successfully delivered the world's largest \$11m Education Development Impact Bond, with 200K students learning 2.5 times more than other students as a result of an outcomes-based financing model.
- Launched a \$14m Skills Impact Bond with the Government of India to train 50,000 young Indians (60% women) to help them secure and retain jobs.
- Delivered a \$9.3m India Oxygen Appeal and India Recovery Fund to support people during the COVID-19 pandemic, supporting over 2.3 million people in 12 months.
- Delivered groundbreaking mental health work in Pakistan, reaching millions of people, increasing access to support, influencing policy and transforming the mental health system.
- Secured several multi-million-pound partnerships (UK Government, BT and Tata Trusts).
- Launched a new programme in Bangladesh in mental health, training 2,500 ready-made garment workers as lay counsellors to support better mental health in the workplace.
- Launched a £1m Bangladesh Climate Innovation Fund.
- Merged with another Royal charity (Elephant Family) and have added a conservation vertical to our programmes portfolio.

A new UK programme

Challenge and opportunity for the South Asian community to tackle health inequality

Health isn't just about treatment - it's about opportunity. It allows people to work, learn and thrive. But for too many British Asians, health inequalities are holding them back, impacting lives and livelihoods.

For British Asians some of these challenges are even greater:

- **Diabetes** risk is up to six times higher, with British Asians making up one-fifth of the UK's diabetes cases.
- **Heart disease** occurs earlier and more severely, with higher rates of dialysis and transplants.
- **Mental health** struggles go unseen, with British Asian women facing high rates of anxiety and depression, yet rarely seeking support.
- **Dementia** is rising in Pakistani and Bangladeshi communities, yet early diagnosis and NHS access remain low.
- **Obesity** is an urgent issue, yet public health strategies fail to address South Asian-specific risks.

These are not just statistics they shape real lives and futures. Addressing them means rethinking health - focusing on prevention, cultural awareness and access to care.

British Asians aren't just patients in the healthcare system. They make up 12.5% of the NHS workforce, including 33% of doctors and 40% of pharmacists, yet their own communities face some of the worst health inequalities in the UK.

This is our unique asset - a powerful, underutilised force of British Asian health professionals, business leaders and policymakers who can drive real change from within.

The British Asian Trust is uniquely positioned to mobilise this influence. Our leaders across politics, business and community life give us the platform to push for systemic improvements in healthcare.

Our networks and ambassadors can drive awareness, prevention and early intervention and amplify existing initiatives from civil society/Government partners.

With the NHS and policymakers shifting toward prevention, community-led solutions and digital health, this is our moment to act.

Unlike traditional (singular focus) health charities, the Trust has the reach, credibility and convening power to align stakeholders, amplify voices and drive impact.



Role summary

As Head of UK Programmes, you will play a central role in shaping and delivering our first-ever UK strategy. This is a unique and exciting opportunity to lead impactful initiatives that bring together British Asian communities to tackle critical issues and drive lasting change.

You will be responsible for developing programme strategy and design, building strategic partnerships, increasing awareness, identifying funding possibilities and ensuring that our work makes a meaningful, systemic change for the British Asian community.

Our initial strategic focus will be on addressing health inequalities in the British Asian community. The strategy will include convening expert advisors and partners, developing relationships across the health system, securing funding, initiating pilot projects and shaping our advocacy agenda.

A key focus will be strengthening community organisations and services by supporting grassroots charities to build capacity, access resources and better meet the needs of British Asians. Alongside this, the role will work to improve access to mainstream services by partnering with major charities, institutions and Government bodies to advocate for more inclusive, culturally competent policies and interventions.

This work is at an early stage of development, offering the post-holder a unique opportunity to shape the programme and build a lasting legacy.



Key responsibilities

Strategic programme development and partnership building

- Develop a roadmap and delivery plan for the UK strategy, including resource planning.
- Identify opportunities for programme development including advocacy, partnerships and pilot programmes.
- Build and nurture collaborations with national and local organisations to identify key priorities and deliver impactful initiatives.
- Foster cross-sector partnerships, including with government agencies, charities, businesses and community networks, to maximise reach and influence.
- Represent the Trust at high-level forums, panels and events to advocate for British Asian communities.
- Co-develop programmes with partners that reflect the diverse needs of British Asians.
- Develop a Monitoring, Evaluation and Learning (MEL) strategy for the UK programme in collaboration with the MEL Senior Manager.
- Oversee budgets, ensuring effective use of resources and financial accountability.
- Manage the funding, implementation and evaluation of pilot programmes.

Advocacy, convening and campaigns

- Develop and lead an advocacy strategy aligned with the UK programme goals.
- Work with the Communications team to develop compelling, community-focused awareness campaigns.
- Champion initiatives that empower communities to influence policy and social change.

Philanthropy, fundraising and business engagement

- Work closely with the Fundraising team to develop a fundraising strategy and contribute to its execution to mobilise resources for the UK programme.
- Build relationships with British Asian philanthropists, business leaders and community ambassadors/influencers to drive funding and support.

Team leadership and governance

- Lead on budgeting, forecasting and financial reporting for the UK programmes.
- Ensure that programme development, planning and delivery align with corporate strategies, KPIs and governance requirements.
- Maintain strong internal reporting to relevant governance committees.
- Lead, mentor and support staff appointed to work on the UK Programme, fostering a collaborative, high-performance culture and supporting professional development needs.
- Collaborate closely with the Central Programmes team and wider leadership to align programmes with the Trust's Theory of Change and organisational approach.
- Embed safeguarding practices across all UK programmes and partnerships.



Job-related knowledge, skills and experience

Essential skills and experience

- Entrepreneurial self-starter.
- Solution-oriented mindset with strong critical thinking, problem-solving and analytical skills.
- Proven ability to network and build relationships.
- Track record of leading impactful programmes within the UK charity, social impact or philanthropy sector.
- Experience in developing strategic partnerships and engaging stakeholders at a senior level.
- Understanding of British Asian communities, including their needs, strengths and the challenges they face.
- Experience in one or more of the following: fundraising, advocacy or campaign leadership.
- Excellent communication, negotiation and influencing skills.
- Strong leadership capabilities, with experience managing teams and working across multiple sectors.

- Strong organisational skills, with a proven ability to manage time effectively and follow through on commitments.
- Excellent written and verbal communication skills, with a collaborative and empathetic interpersonal style.
- Adaptable and comfortable working in dynamic environments with evolving priorities.
- Collaborative approach with the ability to work effectively across cross-functional teams.

Desirable skills and experience

- Experience in the health sector (strongly desirable)
- Experience of raising funds for new programmes.
- Knowledge of UK public policy, particularly as it relates to ethnic minority communities and health.
- Familiarity with data-driven approaches to measuring social impact.

Terms of appointment

Salary

£70,000

Reporting to

Chief Executive

Hours

Full Time, 37.5 hrs a week.

Core Office Hours are usually 9:30am - 5:00pm.

We welcome part-time and compressed hours.

Contract

Permanent

Office location

ScaleSpace, White City, West London.

We currently operate a hybrid model with home and office working. Staff are required to work from our office on 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

Please [click on this link](#) to find full details on how to apply for this role.

Closing date: 10:00am, Monday 3 November 2025

Interviews: 10 November 2025

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.