

## Job Description and Person Specification

<b>Job title</b>	Associate Director Programme Fundraising
<b>Reporting to</b>	Executive Director of Fundraising & Comms
<b>Salary</b>	£80,000
<b>Hours / contract</b>	37.5 per week <b>Fixed Term Contract (Maternity Cover) – 9 months</b>
<b>Location</b>	Flexible working with two days a week in the London office, Scale Space, White City

### 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 £18m. 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

This is a fixed-term maternity cover for the position of Associate Director of Programme Fundraising.

The Associate Director of Programme Fundraising plays 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 restricted income from institutional donors, trusts and foundations, and corporate partnerships to support our high-impact programmes across South Asia. In the 2026/7 Financial Year the postholder be responsible for delivering restricted income against an operational budget of £3.5m, whilst also supporting the Programme Fundraising team to strategise fundraising against longer-term revenue stream targets for FY 27/28 and FY 28/29.

Working closely with internal and external stakeholders, the Associate Director will lead a team to develop compelling funding propositions, cultivate key donor relationships, and ensure the delivery of ambitious income targets. They will be responsible for overseeing programme fundraising for the overall organization including BAT's approach to partnership management, business development processes and grant management.

They will lead a high-performing team of 5 fundraisers and coordinate closely with fundraisers based in India and Pakistan, fostering a culture of excellence, innovation, and collaboration to maximise

partnership and funding opportunities, whilst ensuring strong grant management of secured grants and contracts. 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 across the international development sector. 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**

- Implement and monitor the Programme Fundraising strategy to secure high quality, strategic, funding partnerships from institutional donors, trusts and foundations, and corporate partners.
- Lead on income generation strategies aligned with the organisation's 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 partners, incl. donors, influencers, and networks
- Represent the British Asian Trust at high-profile sector events, conferences, and partners meetings.
- Build strategic partnerships to position BAT as a partner of choice for programme funding opportunities.
- Grow established relationships with partners through sector-leading stewardship, grant and contract management.

### **3. Team Leadership and Development**

- Lead and mentor a high-performing team of 5 programme fundraisers across senior managers, managers, and officers with specific skills spanning all income streams (including direct line management responsibility for 3 Senior Managers).
- Matrix manage fundraisers based in Pakistan and ensure close coordination with the India Fundraising 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 and BAT programme priorities.
- Ensure a systematic approach to prospect research, donor engagement, and funding applications.
- Drive fundraising efforts for the British Asian Trust's programme priorities, ensuring effective pipeline planning and monitoring across country and thematic focus areas.
- Lead on complex, multi-stakeholder fundraising bids across income streams as required.

### **5. Financial and Resource Management**

- Develop and manage the programme fundraising contribution to the organisation's operational budget, including quarterly reforecasting.
- Monitor and manage delivery against Programme Fundraising revenue stream targets, and

ensure performance is routinely discussed and communicated across the Fundraising Directorate, and across the organization.

- Oversee resource allocation to optimise team success, professional development 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.