



British Asian
Trust



Candidate Pack for
Executive Director, Fundraising and
Communications

Welcome

Thank you for your interest in applying for the role of Executive Director Fundraising and Communications at the British Asian Trust.

The British Asian Trust is a unique organisation, established in 2007 by His Majesty The King when he was the Prince of Wales, together with a group of British Asian entrepreneurs and business leaders. They wanted to address poverty, inequality and injustice in South Asia by creating a different kind of organisation – embracing partnerships with the private sector, disrupting the traditional development agenda through impact investing and social finance, and galvanising the wider diaspora to bring about systemic and sustainable change at scale.

Our annual turnover has increased from £1m to over £20m. In recent years we have launched a \$50m Child Opportunity Fund, a £30m innovative finance instrument on education and a mental health initiative reaching over 100m people. Following our merger with Elephant Family, a Royal conservation charity, we are developing an exciting and ambitious conservation strategy to sit alongside our programmes in mental health, child trafficking, livelihoods and education.

We are now at a pivotal stage in our development and expect to enhance our trajectory of success by growing and diversifying our income streams and further increasing our impact. To help achieve this we are now seeking an exceptional and highly accomplished individual to be our first Executive Director of Fundraising and Communications - a strategic leadership position to lead our income and awareness growth.

We require an ambitious and deeply experienced Executive Director who will bring strategic judgement, excellent leadership and drive integrated working so that our fundraising is fully supported and amplified by our communications strategy, and to achieve our ambitions of growing our income streams in the UK, South Asia and new global markets. The postholder will be a key part of the Senior Management Team, report to the Chief Executive and establish a best-in-class integrated function.

This is a tremendously exciting and distinctive opportunity for an experienced senior leader who can engage, inspire and influence at all levels. You will provide ambition and clear vision to our income growth, our influence and our positioning, bringing a systemic approach to driving delivery, and be able to work at pace in a fast-moving and often ambiguous environment. With excellent interpersonal skills, and credibility at Board level, you will possess strong strategic judgement, and be skilled at leading through change. Finally, as a self-starter, you will have a high capacity for self-reflection and strong resilience.

If you believe you have the skills and qualities we are seeking, we would be delighted to hear from you.



Richard Hawkes,
Chief Executive



About Us

About 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 12 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.

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.



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.

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
- 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
- Signed an MOU with the Mir Khalil ur Rahman Foundation and GEO, the largest media conglomerate in Pakistan to launch Milkar, a nationwide awareness raising campaign to address the mental health crisis



Job description

Job title: Executive Director of Fundraising and Communications

Reports to: Chief Executive

Direct reports: Several direct reports across fundraising and communications teams

Role purpose:

In recent years we have experienced substantial growth and increased our impact, with organisational annual turnover increasing from £1m to 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 create a truly effective and purposeful machine, utilising data, evidence, impact and compelling sales strategies to further galvanise funding and support for our work.

The postholder will have the opportunity to bring in a permanent Head of Communications to support these ambitions once appointed.

Key responsibilities:

Strategy & Planning

- Corporate leadership on fundraising across British Asian Trust and Elephant Family, including achievement of income targets and ensuring optimum return on investment (ROI) across all channels. Set annual income targets and projections in consultation with the Chief Executive, Country Directors, Chief Operating Officer and Fundraising Heads, and lead fundraising input on all organisational planning and reporting.
- Lead on the creation and execution of a dynamic and ambitious organisation-wide fundraising strategy across British Asian Trust and Elephant Family, aligned with organisational goals and resource requirements, including ensuring the strategy and plan (particularly goals, roles, responsibilities and KPIs) are effectively cascaded to teams globally.
- Corporate leadership on communications across British Asian Trust and Elephant Family; 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, building our reputation to support organisational objectives.
- 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.

Team Leadership

- Line management of the UK-based Fundraising and Communications Teams and matrix management of in-country teams (India and Pakistan), where that dotted line includes 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.

Fundraising

- Lead and develop excellent relationships with key stakeholders across British Asian Trust and Elephant Family, including new and existing major donors, other supporters, Board of Trustees and the Royal Household.
- Work closely with the Chief Executive and the Executive Director to maximise the potential of HNI giving for both British Asian Trust and Elephant Family
- Develop and manage the British Asian Trust and Elephant Family fundraising budgets, 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 across both organisations (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.



Communications

- Drive a strategic plan to increase engagement with our key audiences through digital and traditional media so that our stakeholders have a good understanding of our work and feel motivated to support us.
- 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
- Executive Director
- Senior Management Team
- Fundraising Committee
- Board of Trustees



Person specification

Knowledge and experience

- 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.

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.



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.

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.

Location

Full time hybrid role, 2 days per week in our office at White City, West London.

Pension

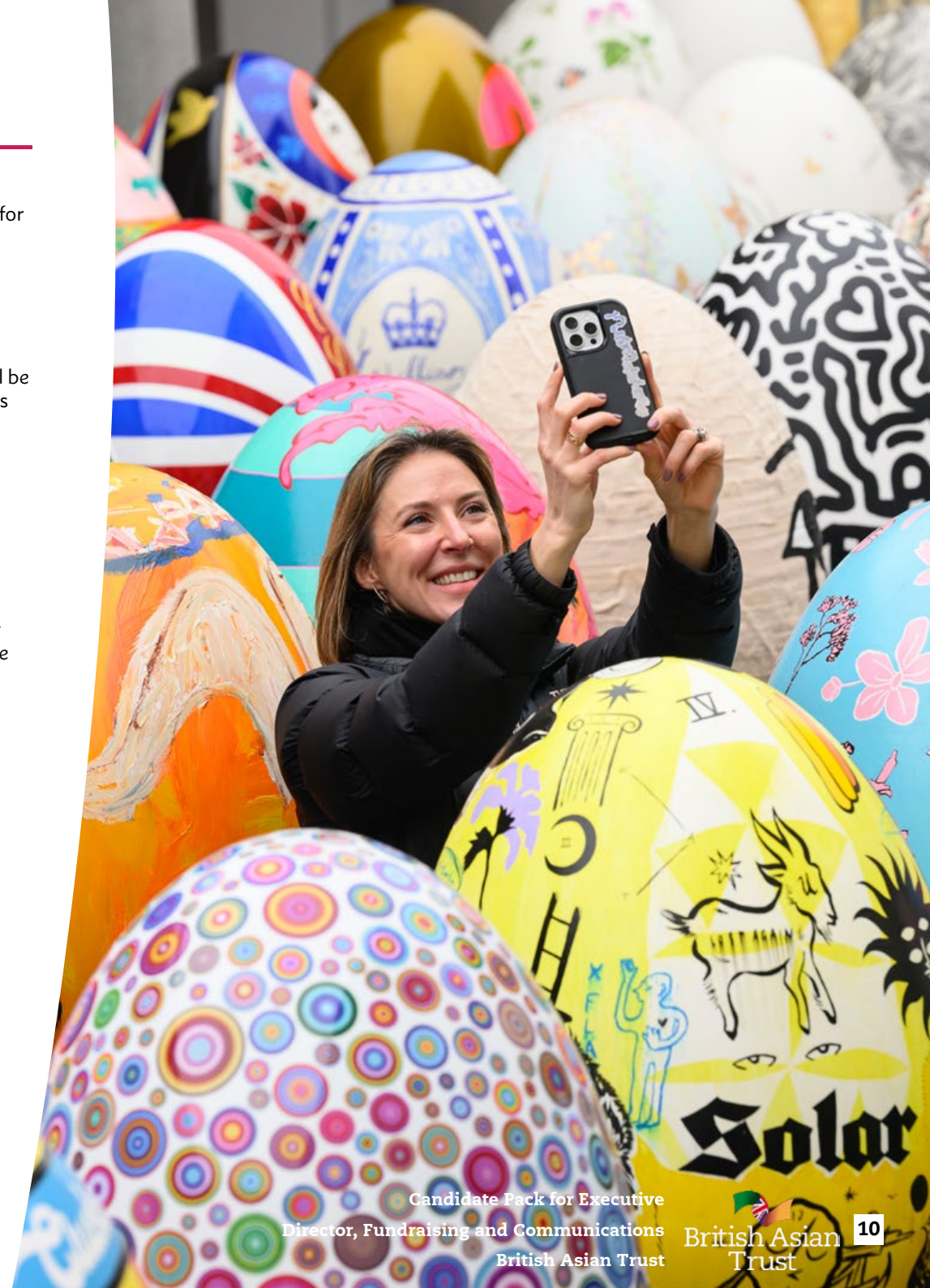
The British Asian Trust operates an automatic enrolment scheme via NOW Pensions. You will be automatically enrolled if you fulfil criteria based on age and earnings. Employer contribution is 5%.

Annual leave

25 days

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.



How to apply

We hope you will consider making an application. To make an application, please go to <https://starfishsearch.com/jobs/bat-exe-dir-fun-com/> and click on the apply now button, with the following prepared:

- 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.

We would also be grateful if you would complete the Equality and Diversity monitoring form on the online application process. This form is for monitoring purposes only and is not treated as part of your application.

