

Job profile

**ASIA LEAD _ GROWTH &
PARTNERSHIPS**

**Practical
ACTION**

ABOUT THE ROLE

Last review: March 2026

Title	Asia Lead_Growth & Partnerships
Reporting to	Asia Regional Director
Reports	None
Groups	Fundraising & Marketing
Relationships	Asia Regional Management Team (ARMT), Country Directors, Technical Leads, in-country Business Development Leads, Finance and PAC/Consulting teams, liaise with UK/Group Head of Fundraising
Financial Scope	~USD 10 million in <i>new</i> funding mobilised in FY 2026–27 Deal Size Focus: GBP 1–5 million (priority band)
Location	Bangladesh, India, Nepal, Indonesia, Vietnam, Philippines, Sri Lanka, Singapore
Duration	Fixed Term
Grade	7
Travel	Periodic travel across the region

PRACTICAL ACTION'S PURPOSE STATEMENT

Practical Action exists to change the systems that keep people in poverty and vulnerable to the impacts of climate change, nature loss and pollution. We work alongside communities to build resilient livelihoods and thriving, inclusive societies.

ABOUT THE ROLE

Reporting to the Asia Regional Director, the position is accountable for driving sustained growth across Practical Action in Asia by expanding and deepening partnerships, strengthening proposal quality, and converting a robust pipeline into signed, high-quality awards. This role is the custodian of growth discipline. Overseeing the full opportunity lifecycle from market sensing and consortium building, through proposal development, to submission quality and win-rate optimisation across existing and new products and markets, using an explicit Ansoff Matrix lens. This is a full-time leadership role, not an adjunct responsibility.

STRATEGIC SCOPE

The role oversees growth across all four quadrants:

1. Existing “Flagship” Products × Existing Markets: Improve win ratios and deal size, Deepen strategic donor and partner relationships, Move from transactional bids to programmatic partnerships.
2. Existing Products × New Markets: Geographic expansion within Asia, Entry strategies with credible local partners, Risk-managed market entry propositions.
3. New Products × Existing Markets: Co-create new offerings with technical teams, Package innovation into fundable propositions, Align product design with donor demand signals.
4. New Products × New Markets: Selective, high-conviction bets only, Consortium-led approaches, Clear investment logic and stop-go gates.

KEY ACCOUNTABILITIES

Growth Target & Financial Accountability

1. Deliver ~USD 10 Million of new funding in FY 26–27 and >50M GBP by 2030
2. Prioritise GBP 1–5 million opportunities while supporting larger strategic plays
3. Maintain a balanced and realistic pipeline (minimum 3–4× coverage)

Pipeline Oversight & Governance

1. Be on top of the Asia pipeline at all times
2. Own and oversee: Opportunity identification, Qualification and prioritisation, Bid/no-bid discipline, Progress tracking and forecasting
3. Ensure pipeline data integrity, clarity, and forward visibility
4. Act as the regional custodian of pipeline process (not a passive reviewer)
5. Report: Pipeline health indicators (RAG), what qualifies as ‘pipeline-worthy’, and real-time map to win-rate assumptions for GBP 1–5m bids.

Proposal Quality, Review & Finalisation

1. Lead, review and finalisation of priority proposals
2. Ensure: Strategic coherence, Technical credibility, Commercial realism, Clear value proposition, Compliance with donor standards
3. Raise the win success ratio, especially in competitive GBP 1–5m bids
4. Intervene early when proposals are drifting off-track

Partnerships & Consortium Building

1. Lead regional consortium building as a deliberate strategy, not an afterthought
2. Collaborate and work with Country Directors to develop and maintain strategic partners: INGOs, Local NGOs, Research institutions, International Universities, Impact Investor, Private sector and financial actors, Shape consortia aligned to opportunity logic rather than convenience
3. Represent the organisation credibly with donors and alliance partners

RASCI Custodianship & Role Clarity

1. Act as the custodian of the Growth & Partnerships RACI framework
2. Ensure clarity on: Who leads, Who contributes, Who decides, Who assures
3. Reduce/Mitigate/Cancel confusion, duplication, and late-stage firefighting
4. Enforce discipline while enabling teams to succeed

Internal Enablement & Leadership

1. Work with Country Directors and Technical Leads to: Translate strategy into fundable ideas, build proposal leadership capacity, improve internal coordination across teams
2. Convene and lead task forces where required to unblock growth bottlenecks

Organisational Policies, Safeguarding and Code of Conduct

1. Ensure that the role is delivered in compliance with organisational policies on Safeguarding, Diversity and Dignity at work and the Code of Conduct.
2. Responsible for gender responsive behaviour in all actions and decisions.
3. Ensure non-discriminative behaviour based on gender, age, sex, race, ethnic background, culture, disability, nationality, religion and marital status.
4. Be sensitive and adaptable to gender and social inclusion.

Organisational Core Values

1. Ensure that you are **People Centred**, striving to create an equal, fair, accessible, dignified and respectful environment for everyone we work with – from colleagues and communities, to supporters, suppliers and stakeholders.
2. Ensure you are **Impact Driven**, existing to make a positive difference, so everything we do is driven by our energy to create lasting value for the people and communities we serve.
3. Ensure you are **Transparent** and trustworthy, acting with integrity, honesty, and strong ethics, building mutual trust with everyone we work with to achieve the highest standards.
4. Ensure you are **Innovative**, and champion learning, curiosity and fresh thinking, bringing local knowledge to create global impact.
5. Ensure you are a **Resilient** changemaker working for sustainable development, meeting challenges head-on, and evolving through the lessons learnt.

PERSON PROFILE

To be successful in the role, the ideal candidate will be able to demonstrate:

Experience & Knowledge

- Senior experience in **business development, partnerships, or growth leadership**
- Proven track record of **GBP 1–5 million wins** with institutional donors
- Strong proposal judgment, knows what *will* win and what won't
- Ability to combine: (i) Strategic thinking, (ii) Commercial realism, (iii) Process discipline (iv) Relationship credibility
- Excellent written, verbal, and executive-level communication skills in English
- Deep comfort working across countries, cultures, and power dynamics
- Commitment to Practical Action's values of inclusivity, gender equity and social inclusion
- Demonstrates a high degree of cultural competence in diverse environments; Effectively navigates and adapts to multicultural contexts; Demonstrates strong intercultural communication skills.

Competencies

- Teamworking with accountability (High level)
- Nurturing, leading and management of internal relationships (High level)
- Nurturing, leading and management of external relationships (High level)
- Personal effectiveness and self-led development (High level)
- Timely & effective delivery of role (High level)
- Innovation and adaptability (High level)
- Strategic and data driven (High level)
- Purpose driven contribution (High level)

Preferable Postgraduate degree in Development Studies or any related field.