

A TRANSFORMATIONAL MOMENT

JOIN THE MOVEMENT

CHIEF EXECUTIVE OFFICER

Sikh Women's Aid

The UK's First National Female-Led 'By-and-For' Organisation

Supporting Sikh Panjabi Women Experiencing Domestic Abuse and Sexual Violence

£55,000 per annum | Full-time | England-based
Applications close: Friday 20th February 2026, 11am

PREVIOUS APPLICANTS NEED NOT REAPPLY

December 2025

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A MOMENT OF TRANSFORMATION

This is not just recruitment – it's a revolution.

Sikh Women's Aid stands at a pivotal moment. With unprecedented support from major funders including Comic Relief, Lloyds Bank Foundation, National Lottery, Smallwood Trust, The Circle, West Midlands Police and Crime Commissioner, and various other funders and generous donations from corporates and the community, we are scaling our impact to reach thousands more women who need our support.

Our groundbreaking Gender, Power & Abuse Report 2024 revealed the shocking truth: **61.48% of Sikh Panjabi women have experienced domestic abuse, yet 58.13% never report it.** The silence ends now.

We are seeking a transformational Chief Executive who will:

- Lead service delivery transformation for survivors
- Challenge harmful practices rooted in culture
- Build movements for change in communities
- Influence policy at local, regional and national levels
- Create sustainable growth from £250K to £1M+

Why Lead Us Now?

Purpose: Your leadership will literally save lives

Impact: Be the architect of systemic change in the Sikh community

Growth: Lead a rapidly expanding organisation with major multi-year funding secured

Innovation: Shape pioneering approaches to culturally-specific services

Legacy: Build an institution that will protect generations of women

Genuine Occupational Requirement: This position is restricted to Sikh Panjabi women only under Schedule 9, Part 1 of the Equality Act 2010. This is essential to provide culturally specific services to women who have experienced gender-based violence and require support from those who share their cultural and faith background.

ABOUT SIKH WOMEN'S AID

Our Story

Founded as the UK's first national female-led 'by-and-for' organisation supporting Sikh Panjabi women, we have grown from a grassroots response to community need into a nationally recognised specialist service.

Our Gender, Power & Abuse Report 2024, based on research with 675 women, revealed the scale of the crisis: 61.48% have experienced domestic abuse, yet 58.13% never report it. We discovered that 63.66% identify mothers-in-law as secondary perpetrators, and 16% of our casework involves faith and spiritual abuse. These findings drive our urgent expansion.

Vision

A world where all Sikh Panjabi women and girls live free from violence, abuse, and oppression, with their rights respected and voices heard.

Mission

To provide culturally-specific, trauma-informed support to Sikh Panjabi women experiencing domestic abuse, sexual violence and harmful practices, while challenging the systems and structures that perpetuate violence.

Strategic Aims 2025-2028

- 1. Service Excellence:** Expand specialist services for harmful practices including 'honour-based' violence and forced marriage; develop therapeutic interventions; establish a national 24/7 helpline
- 2. Community Mobilisation:** Build grassroots movements; engage faith leaders and gurdwaras; develop volunteer networks; create safe spaces for survivors
- 3. System Change:** Influence national policy; train mainstream services; challenge discriminatory practices; advocate for specialist 'by-and-for' funding
- 4. Organisational Sustainability:** Grow income from £250K to £1M+ by 2028; diversify funding; build robust governance; develop evidence base

Our Services

Helpline: Confidential support in Panjabi and English

Specialist Casework: Intensive support for complex cases including HBV and forced marriage

Therapeutic Support: Culturally-adapted counselling and group therapy

Legal Advocacy: Signposting and engaging providers to support women through family, immigration, and criminal proceedings

Community Education: Awareness raising and prevention programmes

Professional Training: Building cultural competence in mainstream services

Our Impact

- 500+ women supported annually through helpline and direct services
- 100+ high-risk cases managed through multi-agency partnerships
- 15+ forced marriages prevented through protection orders
- 500+ professionals trained in cultural competence
- Policy influences through parliamentary briefings and consultations

Our Values

Survivor-Centred: Women's safety, autonomy, and healing at the heart of everything

Culturally Rooted: Deep understanding of faith, family, and community dynamics

Courageously Honest: Speaking truth about harmful practices without compromise

Collectively Powerful: Building movements for lasting change

Professionally Excellent: High standards in all aspects of our work

LETTER FROM THE CHAIR

Dear Prospective Chief Executive,

This is a once-in-a-generation opportunity to lead transformational change.

We are seeking a responsible and visionary leader who can take SWA to unprecedented heights. With major multi-year funding secured, you will have the resources and mandate to double our impact, reaching hundreds more women trapped in abuse.

You will inherit a strong foundation: groundbreaking research, passionate team, and growing recognition. But the real work lies ahead. You will navigate complex cultural dynamics, challenge systems that fail our women, and build coalitions for change. You will be the voice for those who cannot speak, the advocate for those without power.

This role demands **courage** – to confront harmful practices disguised as tradition, to challenge community leaders, to speak truth to power. It requires **diplomacy** – to build bridges whilst maintaining principles. Most importantly, it needs someone who understands that behind every statistic is a woman's life hanging in balance.

If you are ready to lead this movement, to transform an organisation to expand geographically, embed quality services, punch above its weight in terms of campaigning and grow our income from £250K to £1M+, to be the catalyst for generational change – we need you.

With anticipation and hope,

Sukhi Kaur

Chair of Trustees

THE ROLE OF CHIEF EXECUTIVE

As Chief Executive Officer, you will provide strategic leadership to Sikh Women's Aid, ensuring we deliver high-quality, culturally competent services whilst advancing our mission to end violence against Sikh Panjabi women. This role requires a Sikh Panjabi woman who deeply understands the cultural, faith, and community dynamics affecting our service users.

You will report to the Board of Trustees and lead a growing team including the Head of Delivery, Governance & Fundraising Lead, and Community Development & Volunteer Coordinator. With multi-year funding secured from major funders, you will have the platform to deliver ambitious growth.

Key Responsibilities

Strategic Leadership (25%)

- Develop and implement organisational strategy aligned with our values
- Ensure survivor-centred, culturally rooted, and courageously honest approaches
- Drive geographic expansion and service development
- Build SWA's profile and influence at local, regional and national levels

Service Excellence (25%)

- Oversee all direct services including helpline, casework, and therapeutic support
- Ensure trauma-informed and culturally competent delivery
- Maintain highest safeguarding standards
- Drive continuous improvement through monitoring and evaluation

Financial Management (20%)

- Manage £250K+ budget with ambition to reach £1M+
- Diversify income streams across trusts, statutory, and community sources
- Ensure financial sustainability and compliance
- Oversee fundraising strategy and funder relationships

People & Culture (15%)

- Lead, inspire and develop a growing team
- Foster collective power and professional excellence
- Provide quality supervision and support staff wellbeing
- Build organisational culture aligned with values

External Relations (10%)

- Represent SWA to funders, government, media, and communities
- Speak truth to power about domestic abuse, sexual violence, and harmful practices
- Build public profile and media presence

Partnership Building (5%)

- Develop strategic alliances while maintaining independence and values
- Collaborate with statutory agencies, VAWG sector, and community organisations

PERSON SPECIFICATION

Essential Requirements

- **Minimum 5 years senior leadership experience in VAWG, women's rights, or related sector**
- **Experience managing budgets £250K+ and successful fundraising track record**
- **Deep and practical understanding of honour-based violence and harmful practices**
- Sikh Panjabi woman with lived understanding of Sikh community dynamics
- Experience leading and developing diverse teams, fostering collaborative working
- Strategic thinking with ability to translate vision into operational reality
- Exceptional communication skills – written, verbal, and public speaking
- Understanding of charity governance, compliance, and safeguarding
- Experience of provision of team building and quality supervision to colleagues
- Commitment to feminist principles and anti-oppressive practice
- Ability to navigate complex cultural and religious dynamics sensitively

Desirable Requirements

- Panjabi language skills (spoken and/or written)
- Postgraduate qualification in relevant field
- Experience of 'by-and-for' specialist services
- Knowledge of statutory frameworks including VAWG strategy
- Media experience and public profile
- Experience of policy influencing and campaigning

TERMS & CONDITIONS

Salary	£55,000 per annum (NJC Scale Points 46-48)
Contract	Permanent, subject to 6-month probation
Hours	35 hours per week (flexible working considered)
Location	Anywhere in England with regular travel to West Midlands
Annual Leave	28 days plus bank holidays
Pension	5% employer contribution
Reports to	Board of Trustees
Funding	Funded by Lloyds Bank Foundation and other major funders

HOW TO APPLY

CLOSING DATE: Friday 20th February 2026, 11am

INTERVIEWS: Week commencing tbc

Application Process

Please send your application to: **chair@sikhwomensaid.org.uk**

Required Documents

- 1. Covering Letter:** Explain your motivation for applying and what you will bring to this role. Please address how you meet the essential requirements in the person specification. Maximum 2 pages.
- 2. CV:** Including your relevant experience, qualifications, and two referees (references will not be taken up without your permission).
- 3. Equality Monitoring Form:** Available at www.sikhwomensaid.org.uk

Informal Conversations

For an informal and confidential conversation about this role, please contact Sukhi Kaur, Chair of Trustees at **chair@sikhwomensaid.org.uk**

Selection Process

The selection process will include:

- Shortlisting based on application materials
- First-round interview with panel including Chair and Trustees
- Presentation or case study exercise
- Final interview (if required)

TOGETHER, WE BREAK THE SILENCE

JOIN THE MOVEMENT

www.sikhwomensaid.org.uk