



HIGHER EDUCATION LIAISON OFFICERS ASSOCIATION

Group Chair Role Descriptor

Key skills that will be further developed in this role:

- Chairing meetings
- Leadership of a remote team in developing and delivering regional priorities
- Communication and diplomacy in working with internal and external stakeholders
- Overseeing a budget
- Up-to-date knowledge of the HE recruitment, WP and outreach sectors

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About HELOA

HELOA is the professional association of higher education staff working in the field of education liaison and provide guidance and information to prospective higher education students, their families and advisers. Established in 1990, the Association has approximately 1000 members from over 130 higher education institutions across the United Kingdom. Our members work in a wide range of functions within universities, covering areas of schools and colleges liaison, student recruitment, widening participation, external relations, marketing, publications and publicity, and student services. All members are committed to high standards of professionalism.

For our members, we provide:

- High quality and low cost training and professional development opportunities
- Networking and conferencing opportunities, regionally and nationally
- Advice, guidance and support for both newcomers and experienced practitioners
- Regular updates on changes to the HE sector, helping you to better advise your students

The HELOA Executive and UK Committee

HELOA operates with an Executive consisting of the UK Chair, six UK Vice-Chairs (Training; Groups; External Relations and Partnerships; Finance; Membership and Meetings; Governance, Policy and Management. The UK Committee comprises of the UK Executive, Group Chairs and invited appointed Officers including Conference Officers, Web and Marketing Officers. The UK Executive meets 3-4 times per year, and the UK Committee meets 3-4 times per year.

HELOA Group Chair Role Description

The Group Chair may be a Primary Contact or HELOA member and will be elected according to procedures set out in the constitution. Each Chair shall normally serve for a two year period of office with an option to stay in post for a third year if agreed by the regional committee and UK Vice-Chair (Group Development).

This is a high profile role within the Association, which allows the post holder to engage at national level (through the UK Committee) with developments across the higher education sector; particularly in the areas of student recruitment, admissions and widening participation. It will also provide the opportunity to develop many of the skills valued more widely in the higher education sector and be an excellent platform to progress onto further roles within the Association at Executive level. Below highlights the core responsibilities of a Group Chair however the UK Executive encourages Group Chairs to add to these with reference to individual Group aims and objectives.

Core responsibilities

- 1) To provide leadership and vision as to the development of the group in line with the HELOA UK Strategic Plan;
- 2) To chair at least three Group meetings per year, disseminating relevant news to members from the UK Committee meetings. Additionally you are required to chair a group meeting at the annual AGM and Conference;
- 3) To attend four UK Committee meetings per year, representing the views and activity of the Group;
- 4) To take responsibility for all member and membership issues within the Group;
- 5) To lead and support the Group committee members with their roles within the Group;
- 6) To work with the Group committee to produce an annual document outlining the groups objectives and spend for the forthcoming year in line with HELOA UK Strategic Plan;
- 7) To prepare an annual report on Group activity for AGM;
- 8) To be a signatory for the Group bank account if applicable;
- 9) To assist the Group in developing its profile within the region;
- 10) To act as a spokesperson / representative of HELOA.