



HIGHER EDUCATION LIAISON OFFICERS ASSOCIATION

## Group Web Engagement Officer Role Descriptor

Key skills that will be further developed in this role:

- Content development
- Writing for web and marketing materials
- Communication in a marketing context including managing regional social media presence

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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

### **HELOA Group Web Engagement Officer**

The Group Web Engagement Officer may be a Primary Contact or HELOA member and will be elected according to procedures set out in the constitution. Each Web Engagement Officer 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 Group Chair and regional committee.

This position will provide the opportunity to develop many of the skills valued more widely in the higher education sector. Below highlights the core responsibilities of a Group Web Engagement Officer however, over and above this commitment, the Web Engagement Officer can become involved in other activities planned by the group.

#### Core responsibilities

- 1) To work with the Group Chair and Group VC (Administration) to ensure that agenda, minutes and relevant papers from Group meetings are available on the Group filestore;
- 2) To work with the Group Chair to update and develop the Group webpages to ensure that information is available and relevant to Group members and stakeholders;
- 3) To support the Group in the development of marketing materials and/or publications, normally working within a sub-group of members to produce these materials;
- 4) To be aware of, and to follow, the corporate marketing guidelines of the Association; including ensuring that all Group web content and publications meet these guidelines;
- 5) To support the UK web and marketing officers by reviewing the website, specifically group pages, and ensuring that links and documents are available and relevant;
- 6) To assist HELOA in developing its profile by tweeting and making use of social media in a responsible way;
- 7) To assist the group in developing its profile within the region.