

Communications Annual Report 2022

The team

The HELOA Communications Team focuses on a variety of key projects, looking to increase member engagement and help members to keep informed on developments across the Association as well as the wider higher education sector. The team are also the gatekeepers of the HELOA brand and look to ensure there is a consistent brand to HELOA internally and externally.

The team has undergone numerous changes in 2022, with roles significantly changing in response to feedback from members within the roles. There have also been a number of changes to the people in these roles throughout the year. The roles have been redesigned to better reflect the needs of HELOA, but also give the role holders much more flexibility and opportunity to engage with a wider scope of HELOA's communication channels. The team currently consists of:

- UK Vice-Chair (Communications) - Andy Cotterill (Keele University)
- Digital Communications Manager - Michelle Terrell (The University of Edinburgh) replacing Amy Fairbrother
- Digital Communications Manager - Lucy Bryan (Imperial College London) replacing Russ Jordan
- Digital Communications Manager - Hannah Goodwin (The University of Manchester) replacing Zhuliyana Boyanova
- Digital Communications Manager - Charlotte Coleman (University of Leicester) replacing Sam Davies (University College Birmingham)

HELOA would like to thank Sam, Amy, Russ and Zhuliyana for their hard work in their roles over many years of service.

The new Digital Communications Manager role is designed to give the post holder experience of all of HELOA's communication platforms, as well as respond to the needs of HELOA's areas of work. Crucially, the aim is to be as efficient as possible in communicating our key messages to our members and opportunities for members to engage.

Key activities during 2022

Emerging from the Covid 19 pandemic meant that there was an opportunity to reflect on the work the team was delivering. In doing so, we identified a number of challenges with the way

we had been working. Similarly, the adaptation to day jobs outside of the pandemic and a return to a semblance of normality required a look into work that could be kept on and work that may need to be paused. New training for team members has been positive but takes time to bed in new ways of working. A summary of key activities delivered can be found below.

- Change in structure
- HELOA Bulletin
- Webpages
- Content strategy
- Increased analytics
- Conference materials

Our main focus this year has been to maintain communication with members and work with HELOA's teams on the best way to get their message across, using data from comms reports to get key messages to you in the way that works best. We've been exploring more social channels, and we'll continue to build on our presence on LinkedIn throughout 2023, giving members much more chance to interact with the Association and each other. We have seen communication engagement boosted through the new Bulletin and our stats show that you're interested in a range of different topics, but where you are pushed for time you want it quickly.

Key projects for 2023

As we move into 2023, we will continue to provide members with key communications through all of our existing channels. With our new roles more embedded within the team, the team will take on more of a design brief, looking to see how we can enhance our web presence and tell members more about what we do. We'll review the sections of the website that are most used and try to ensure that these sections give members what they want in the best format possible. We'll be using analytics of our web traffic as well as insights from the member survey and the Groups. A key project for the year will be working with our EDI Project Manager to ensure our channels effectively reflect our values, and another will be increasingly seeing how we can make HELOA's work more sustainable with increased digital support.

Andy Cotterill

HELOA UK Vice-Chair (Communications)

Lucy Bryan, Michelle Terrell, Hannah Goodwin, Charlotte Coleman

Digital Communications Managers

November 2022