



## HELOA Communications Team Annual Report 2019

### The team

The communications team focus on:

- Communicating with HELOA members through a variety of channels
- Developing an effective website and publications to support membership communications and strong partnerships
- Developing the HELOA brand

The team comprises of:

UK Vice-Chair (Communications) - Rebecca Montgomery (Edge Hill University)

Digital Development Manager - Jacob Brown (St George's, University of London)

Digital Development Manager - Chris Nock (University of Winchester)

Communications Manager - Andy Cotterill (City, University of London)

Marketing and Brand Manager - Mark Hoddell (University of Chester)

### Key activity during 2019

This year we appointed to a new position within the team, the Marketing and Brand Manager, in February 2019. This role is to ensure there are clear guidelines for the use of the brand and ensure its consistent use and also to support publications and marketing activity.

Below is a summary of the key activity undertaken:

- **Delivering effective communications with members** - bi-weekly HELOA Digests have been circulated to all members with a range of topics and information. This year we have covered topics that are relevant to all levels. We've brought a range of partner and member articles to your inbox.
- **HELOA website** - the website has been continually updated and acts as a key source of information for all members as well as externally. Work has continued on the

document library, which replaced the members area last year. The document library is the go to place to easily access HELOA documents and conference materials.

- **Social media** - The member's only HELOA Facebook group has continued to be a success and has seen increased engagement between members. A range of content including sector news and HELOA information have been posted. In October 2019 an externally facing HELOA Facebook page was set up, work to develop this page will continue in 2020.

On Twitter we have been posting much more regularly. Using the account to share sector news and showcase the work that goes on across HELOA via Twitter takeover days.

- **Brand guidelines** - It was noted that following the successful re-design of the HELOA logo in 2018, its use was not consistent. The Marketing and Brand Manager worked with the UK Vice-Chair (Communications) to develop a comprehensive brand guidelines document detailing HELOAs visual identity and style. The document can be downloaded from the document library.
- **HELOA templates** - Following the completion of the brand guidelines we are working with a designer to develop a range of HELOA templates including power point, letter head, email signature and HTML email.
- **2020 conference materials** - in conjunction with the UK Training Team, the brochure and associated literature has been produced.
- **Conference video** - The team is working with an agency to develop a HELOA video during conference, showcasing who we are, why it's worth being a member and how you can benefit from HELOA training events.

## Plans for 2020

During 2020 a full audit of the website will be undertaken, its structure will be reviewed and all content renewed. We will continue to monitor the brand ensuring the guidelines are being adhered to across all HELOA outputs. Regular activity will continue in the digest, on social media and on the website.

The HELOA videos will be completed and hosted on a new HELOA youtube channel for use across all channels.

**Rebecca Montgomery**  
UK Vice-Chair (Communications)

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**Jacob Brown and Chris Nock**  
Digital Development Mangers

**Andy Cotterill**  
Communications Manager

**Mark Hoddell**  
Marketing and Brand Manager

December 2019