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HELOA

Group Vice-Chair (Partnerships)
June 2026

What is the role?

The post holder will ensure liaison between the National Partnerships Team, Strategic Partners and Supporters and their Group. They will also lead on researching and developing good quality, relevant, group level partnerships, based on the requirements of members.

HELOA is committed to supporting our members, if you would like to consider this role on a split/job-share basis please contact the UK Chair.

The Group Vice-Chair (Partnerships) is an elected role and will normally last for 3 years. The elected person must be a member of HELOA, and be working in the group's geographic area as a campus or regional representative.

What will you get to do?

You will work collaboratively with UCAS to coordinate constructive feedback on and suggest and action improvements to the UCAS portfolio of products and services, and the UCAS network of events to ensure students are able to make informed decisions. The HELOA Group representation will enable co-ordinated input from all Members.

- Networking and information sharing with strategic partners, supporters and sponsors for HELOA at a national and regional level.
- Significant insight and opportunity to contribute to the development of key products and services used by students to help inform decision making.
- Networking and information sharing with HELOA colleagues across the UK.
- Raising individual HELOA and external professional profile across the sector.
- Significant insight and opportunity to contribute to the development of future UCAS products and services.
- Having the responsibility for representing the views and opinions of HELOA group members.
- Opportunity to develop, shape and influence student interaction and experience at physical and virtual UCAS events.
- Opportunity to develop, shape and influence student, teacher and adviser interaction and experience with UCAS products and services across the full enquirer and applicant journey.
- Opportunity to research, build and develop group level partnerships.
- To build networks and develop contacts at a national level.

What will you learn?

- Detailed insight into the existing portfolio of UCAS products and services (e.g. Clearing Plus, UCAS Hub).
- How new UCAS products and services are developed.
- How high level strategic relationships function.
- How UCAS products and services can impact and enhance students' ability to make an informed decision.
- Detailed insight into the planning and organisation, at both strategic and operational levels, of the full UCAS events cycle.
- How high level strategic relationships function.
- The impact of commercial pressures on decision making.
- Developing your ability to manage difficult conversations.
- How to be realistic in what you can achieve and celebrate the successes when they happen.

The role will be expected to:

- Once elected, the representative is expected to attend all meetings of the Working Group as well as all HELOA group meetings in order to ensure consistency and adequate information sharing and input from groups.
- The role acts as a business partner between the HELOA group and the HELOA/UCAS Events Working Groups and will handle and manage feedback/queries raised from members within the HELOA Group.
- The Working Group and Product Development Group will each meet three times a year.
- Work closely with the UK Vice-Chair (Partnerships) and Partnership Managers, ensuring that group level activities are aligned with the national partnerships strategy and processes.
- Lead or support on the delivery of other projects as agreed by the group committee (e.g. mentoring, mystery shopping).

What are we looking for?

- Excellent organisational skills
- Strong communication and interpersonal skills
- Excellent customer service skills
- Good time management skills to fit HELOA duties around your day job
- Enthusiasm for HELOA and its' aims
- The representative must be actively involved in UCAS products and services as a staff member at their institution
- Positivity and proactivity
- Willingness to provide constructive criticism alongside possible solutions where required
- The representative must be actively involved in UCAS events as an attendee, budget holder and/or local organiser within their institution.

Reporting

The Group Vice-Chair (Partnerships) reports to the Group Chair and is encouraged to work with the UK Vice-Chair (Partnerships) and their teams to get a holistic view of these areas within HELOA.

Remuneration

Roles with HELOA are undertaken on a voluntary basis. HELOA covers all travel, accommodation and sustenance costs for UK Committee meetings.

What's it like in practice?
Catrin Parkinson, the outgoing North West & Northern Ireland VC (Partnerships) shares her experiences of the role and the skills she has gained...

Serving as VC Partnerships representative on the HELOA NW+NI regional committee has been a truly fulfilling role.

Attending meetings with UCAS on behalf of our members ensures the North West and Northern Ireland's voice is represented at a national level. Managing member enquiries keeps me closely connected to the challenges colleagues face day-to-day, while supporting the organising of relevant, timely training sessions helps raise professional standards across the region. It's a role that sits right at the heart of the higher education liaison community by being collaborative, impactful, and genuinely worthwhile. I'd encourage anyone passionate about the sector to get involved.

For more information about the role, please contact James Kerr, UK Vice-Chair (Membership Engagement): membershipengagement@heloa.ac.uk