

HEL^{OA}

Digital Communications Manager
Spring 2023



What is the role?

Communication with our members and representing HELOA to external stakeholders is vital for successful engagement with the association's membership base and building HELOA's presence. The role sits within the Communications team under the UK Vice-Chair(Communications) and works as part of a team of Digital Communications Managers. Overall responsibility for HELOA's communication strategy lies with the UK Vice-Chair (Communications), and the Digital Communications Managers are crucial in executing this strategy across a range of platforms, to include social channels, email and web. Working alongside a range of internal and external stakeholders, this varied role will equip the post holder with a range of skills across marketing and communications.

What will you get to do?

The Digital Communications Manager is an appointed role lasting for 3 years, and the appointed person must be a member of HELOA. The post holder will have the opportunity to gain experience across a range of communications channels to effectively engage HELOA's members and partners. Through exploring new social engagement channels and developing HELOA's email practice, the Digital Communications Managers will ensure that the HELOA brand is reflected across all communications and the association's online presence. The post holder will also have the chance to take an in-depth look into parts of the HELOA website, exploring how to innovate and maximise HELOA's content and ensure that members across the association are able to engage with a range of opportunities and expertise from across the higher education sector. The role will also look after all of HELOA's social channels as we look to boost our internal and external engagement.



What will you get to learn?

- Use of email marketing platforms
- Web content development and optimisation
- How to develop, represent and evolve a brand identity
- In-depth knowledge of Wordpress CMS software
- Social media marketing and content production
- Working with internal teams and external partners to produce excellent member communications
- Reporting on the success of the Association's comms plans
- Policy and Procedure development and management
- GDPR and data handling

All training will be provided

The Digital Communications Manager will be expected to:

- Contribute to and develop a schedule for the HELOA Bulletin and HELOA blog
- Manage HELOA's web presence to ensure that pages are engaging and provide members and partners with all the information they need in an efficient manner
- Liaise with teams across HELOA to support promotion of events, opportunities and projects across a range of channels
- Produce email Bulletins and blogs in line with the communications schedule working across the team
- Support the management of HELOA's social media presence across a wide range of channels
- Liaise with external designers and other HELOA teams to produce printed marketing material
- Explore new and innovative ways in which HELOA can communicate effectively with members and external stakeholders
- Develop a range of content that can be used across HELOA's numerous communications channels to engage with its wide range of stakeholders
- Provide reports to the UK Vice-Chair (Communications) on current activities in time for each UK Committee Meeting, and contribute to an annual report authored by the UK Vice-Chair (Communications)
- Attend approximately 4 UK Committee (UKC) meetings each year, plus annual conference in January
- Assist in the running of annual conference as required
- Undertake additional duties as requested by the Vice-Chair (Communications).

What are we looking for?

- Inquisitive about new and emerging technologies and platforms
- A willingness to learn more about communications and marketing
- Excellent communication skills, particularly in written work
- A good understanding of writing for digital media and digital communication channels
- Excellent attention to detail
- Skill in time management as your HELOA duties will have to fit in around the day job
- Good problem solving, with an ability to research solutions
- No prior direct experience is required

Reporting Procedure

The Digital Communications Manager reports to the UK Vice-Chair(Communications). Attendance at UK Committee meetings is encouraged and attendance at the national conference is compulsory.

Remuneration

Roles with HELOA are undertaken on a voluntary basis. HELOA covers all travel, accommodation and sustenance costs for UKC meetings. As attendance at national conference is compulsory, a free conference place will be provided each year for the duration of the role.

Registered Charity numbers: 1182953 (England & Wales) and SC050285 (Scotland)

