



Group Chair Role Descriptor

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About HELOA

HELOA is the professional association of staff in higher education who work in student recruitment, outreach, marketing and admissions. Our members help potential students, and their families and advisers, make an informed decision about their future in education by providing high-quality information, advice and guidance. They are professional, passionate and engaged advocates for higher education.

Established in 1990, the Association now has around 1,500 members from over 140 UK universities and higher education institutions. HELOA encourages collaboration, sharing good practice and rigorous standards of impartiality amongst our members, helping them to inform students throughout their journey to higher education.

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

The HELOA Executive and UK Committee

HELOA operates with an Executive consisting of the UK Chair, seven UK Vice-Chairs (Training; Group Development; Communications; Partnerships; Finance; Administration and Membership and Governance and Policy. The UK Committee comprises of the UK Executive, Group Chairs and invited appointed Officers including Conference Officers, Web and Marketing Officers. The UK Executive meets 3-4 times per year, and the UK Committee meets 3-4 times per year.

HELOA Group Chair Role Description

The Group Chair may be a Primary Contact or HELOA member and will be elected according to procedures set out in the constitution. Each Chair shall normally serve for a three-year period of office.

This is a high-profile role within the Association, which allows the post holder to engage at national level (through the UK Committee) with developments across the higher education sector; particularly in the areas of student recruitment, admissions and widening participation. It will also provide the opportunity to develop many of the skills

valued more widely in the higher education sector and be an excellent platform to progress onto further roles within the Association at Executive level. Below highlights the core responsibilities of a Group Chair however the UK Executive encourages Group Chairs to add to these with reference to individual Group aims and objectives.

Core responsibilities

- To provide leadership and vision as to the development of the group in line with the HELOA UK Strategic Plan
- To chair at least three Group meetings per year, disseminating relevant news to members from the UK Committee meetings. Additionally, you are required to chair a group meeting at the annual AGM and Conference
- To attend four UK Committee meetings per year, representing the views and activity of the Group
- To take responsibility for all member and membership issues within the Group
- To lead and support the Group committee members with their roles within the Group
- To work with the Group committee to produce an annual document outlining the groups objectives and spend for the forthcoming year in line with HELOA UK Strategic Plan
- To prepare an annual report on Group activity for AGM
- To assist the Group in developing its profile within the region
- To act as a spokesperson / representative of HELOA

Experience and Skills

By undertaking this role, you will demonstrate the ability to:

- Construct agendas, chair meetings and identify action points
- Lead a remote team in developing and delivering regional priorities in line with a national strategy
- Communicate and demonstrate diplomacy in working with internal and external stakeholders
- Oversee a budget
- Produce an annual report outlining yearly activity against objectives
- Maintain up-to-date knowledge of the HE recruitment, WP and outreach sectors
- Represent a group on a national committee