



Group Vice Chair (Memberships & Communication) 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

HELOA Group Vice-Chair (Memberships and Communication)

The Group Vice-Chair (Memberships and Communication) may be a Primary Contact or HELOA member and will be elected according to procedures set out in the constitution. Each Vice-Chair (Memberships and Communication) shall normally serve for a period of up to three years where possible.

The position will provide the opportunity to develop many of the skills valued more widely in the higher education sector whilst providing access to national networks. Below highlights the core responsibilities of a Group Vice-Chair (Memberships and Communication) however over and above this commitment, the Vice-Chair (Memberships and Communication) can become involved in other activities planned by the group.

Core Responsibilities

- To organise and take notes of each group meeting of which there must be at least 3 annually, in partnership with the Group Chair

- To work with the Group VC for training to support promotion and attendance for group training days or conferences
- To liaise with the communications team regarding social media takeovers of group events, ensuring national exposure of group activity
- To organise all logistics of group meetings and ensure timely communication with group members regarding meeting dates, venues etc
- To ensure meeting notes are uploaded and shared with Group members in a timely manner
- To link with the HELOA office and communications teams to ensure information relating to Group membership is up to date and meeting notes and presenter slides are placed in the document library on the HELOA website
- To manage the election process for any group committee vacancies
- To manage and analyse member attendance at group meetings, supporting group level commitments to the HELOA strategic plan

Experience and Skills

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

- Coordinate multiple stakeholder activity, working collaboratively across a national, charitable organisation
- Service a committee and deliver customer service excellence, ensuring consistency and accuracy in accordance with organisational systems, processes and regulations
- Collect, analyse and interpret data, report against organisational performance indicators and make appropriate recommendations for improvement
- Adhere to organisational governance and policy procedures in line with GDPR regulations
- Utilise relevant channels and social media platforms to promote activity in line with organisational objectives
- Contribute to team activity with the ability to lead on a clear area of responsibility
- Build networks and develop contacts at a national level

Skills developed:

- Stakeholder engagement
- Accuracy and attention to detail
- Data analysis
- Communication and networking
- Teamwork