



# HELOA UK Chair Role Descriptor

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## **HELOA**

HELOA is the professional association of higher education staff working in the field of education liaison and provide guidance and information to prospective higher education students, their families and advisers. Established in 1990, the Association has over 500 members from 145 higher education institutions across the United Kingdom. Our members work in a wide range of functions within universities, covering areas of schools and colleges liaison, student recruitment, widening participation, external relations, marketing, publications and publicity, and student services. All members are committed to high standards of professionalism.

### **The HELOA Executive and UK Committee**

HELOA operates with an Executive consisting of the UK Chair and seven UK Vice-Chairs covering the following areas:

- Administration
- External Relationships and Partners
- Communications
- Finance
- Governance and Policy
- Group Development
- Training

The UK Committee comprises of the UK Executive, Group Chairs and invited appointed Officers including Conference Managers, Finance Managers, Comms Managers, Partnerships Managers and Digital Development Managers. The UK Executive meets 3-4 times per year.

### **HELOA UK Chair**

The UK Chair has a term of two years, with the possibility of standing for additional terms of office. The UK Chair is a high profile role within the Association, which allows the post holder to engage at UK level with developments across the higher education sector, particularly in the areas of student recruitment, admissions and widening participation. The role also provides the opportunity to develop many of the skills valued more widely in the higher

education sector for senior administrators (e.g. committee chairing, delegation, negotiation, resource allocation and project management).

The postholder is the figurehead for the Association in dealings with the UK Government (both elected officials and civil servants); sector-wide organisations including UCAS; and other professional bodies within the higher education sector. Specific organisations that the post-holders have engaged with since 2010 include:

- UCAS (as a member of the UCAS Council)
- Universities UK
- HE Funding bodies
- Student Loans Company
- Quality Assurance Agency
- Supporting Professionalism in Admissions (as a member of the Advisory Board)
- Student Finance Independent Taskforce
- National Association of Student Money Advisers (NASMA)

Time commitment to the role is fairly flexible. There are normally three Executive meetings and three UK Committee meetings each year, with an additional meeting of the Executive and UK Committee before the AGM. The post-holder will chair each of these meetings, with the agenda set between the UK Vice- Chair (Administration) and the UK Chair. The dates are normally set for a full calendar year in advance, and up to half a day is normally required to prepare for each meeting. The Executive normally meets briefly the evening before the UK Committee, and then has a formal meeting immediately after UK Committee meets to follow-up on action points.

In addition to the meetings, the post-holder should assume requiring an additional two to three days per month to devote to HELOA business. This will normally include attending meetings with Government bodies and/or key stakeholders and liaising with members of the UK Executive on on-going projects. Meetings with key stakeholders are likely to be shared with the UK Vice-Chair (Partnerships) and other members of the Executive or UK Committee may be willing to also sit on specific groups of interest to individual Officers. The Chair also has a role in communicating when required to the line managers of UK Committee and Executive members, particularly in ensuring that work they have done for the benefit for the Association is recognised outside HELOA.

The UK Chair typically will contribute introductions to four Digests over the year, although the structure of Digest content is currently being reviewed.

A particularly busy period is normally from October to early January, when preparing papers and business for the Annual General Meeting in January.

In recent years, the Association has been regularly invited to present at National Conferences, seminars and workshops attracting delegates from a wide variety of positions in the sector and beyond. The ability to represent the views of HELOA members and deliver confidently in public arenas is an essential part of this role.

The UK Chair should call upon the support provided by the HELOA Office (based at Edgehill University), particularly in terms of arranging travel and accommodation for stakeholder meetings and diary planning. Reasonable travel costs and associated expenses relating to the duties associated with the role can be reclaimed from the Association, and the Chair also receives a free place to attend the Annual General Meeting and Conference for those years that they chair the AGM.

The UK Chair is a co-signatory for the Association's bank accounts (alongside the UK Vice-Chair (Finance)), and also has a legal responsibility as an officer of the Association.

The responsibilities of the post are:

- Chairing meetings of the UK Executive and UK Committee, and the AGM;
- Working with the UK Vice-Chair (Administration) to develop the agenda and also checking the draft minutes in a timely fashion (ideally within a week of their production);
- Preparing a Chair's report for each meeting, and also co-ordinating the reports from the Chair and the UK Committee members for the AGM;
- Working with the UK Executive and UK Committee to ensure that members are supported in their work;
- Representing the views of the Membership to external bodies;
- Providing leadership and vision as to the development and direction of the Association;
- Signatory for any contract that is entered into by the Association.

The role will be particularly suited to an individual who has good organisation and team-building skills, and can provide consensus leadership. The individual should also ensure that they have the support and backing of their employing institution, particularly their line manager, as the UK Chair role has the potential to be high profile, and will also take time away from the post-holder's "day job". HELOA is a strong organisation, with a positive national profile within the HE sector and among key stakeholders. The Association has made

considerable progress in developing a range of key partnerships, growing the relevance of training, and supporting Groups to become stronger in their activity. However, HELOA faces challenges ahead. A recent membership survey has highlighted an increasing concern over the value and relevance of the Association's activities for ordinary members, and there are increasing pressures on members to feel supported in their professional development needs, as well as their capacity to effectively support and advise applicants in making informed decisions over HE choices. After a period of financial uncertainty, the Association is currently in a stable state but income in the form of subscriptions and training must meet the full costs of the Association (including the administrative function carried out through Edgehill University) HELOA must remain relevant to the membership, both individual members and their institutions, and the Chair has a responsibility to work with the UK Executive to deliver this.

For more information about the role, please contact the current Chair, Robbie Pickles ([r.p.g.pickles@bath.ac.uk](mailto:r.p.g.pickles@bath.ac.uk)).