



HELOA UK Vice-Chair (Communications) 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 900 members from over 140 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, seven UK Vice-Chairs (Partnerships; Communications; Finance; Governance and Policy; Groups; Membership and Administration; Training). The UK Committee comprises of the UK Executive, Group Chairs and invited appointed Officers including Conference Managers, Digital Development Managers and Marketing and Communications Managers. The UK Executive meets 3-4 times per year, and the UK Committee meets 3-4 times per year.

Responsibilities of Vice-Chairs

The UK Vice-Chairs shall be elected according to procedures set out in the constitution. Each Vice-Chair shall normally serve for a three year period of office.

To ensure continuity, the periods of office of the three UK Vice-Chairs shall, where possible not be coterminous. The longer serving Vice-Chair will be deemed the 'senior' Vice-Chair.

The general responsibilities of the UK Vice-Chairs are:

- To chair UK Committee and Executive Committee meetings in the absence of the UK Chair;
- In the event of the UK Chair resigning, one of the Vice-Chairs (normally the 'senior') to become acting Chair of the Association, as determined by the UK Committee, until such a time as a new UK Chair is elected;

- To represent the Association on such external bodies as determined by the UK Committee, and to deputise for the UK Chair as official representative of the Association when the Chair is not available. One or more of the Vice-Chairs will normally be expected to represent the Association at any meetings or on any groups organised through UCAS where the focus is on UCAS HE Conventions;
- To establish links with external organisations with whom the association may wish to associate;
- To oversee the activity of the appointed Officers of the Association;
- To liaise with HELOA group Chairs on the development of links between the UK Committee and the HELOA groups, and support them in the running of their groups;
- To take responsibility for all member and membership issues in conjunction with the HELOA Office and the UK Secretaries;
- To undertake such additional responsibilities as periodically requested by the UK Committee.

Within these general responsibilities, each Vice-Chair shall have a specified portfolio of responsibility. This shall be determined in discussion with the UK Chair, on election to post, subject to the approval of the UK Committee.

Vice-Chair (Communications)

This is a varied, challenging and exciting role within the Association. Working as part of the UK Executive and UK Committees this post plays a key role in the management and direction of the Association alongside specific responsibilities. The main aims of this post are:

- To ensure that HELOA has a greater sector profile and influence, and be a stronger voice in the debate about Higher Education in the UK;
- To develop an effective website and publications to support strong partnerships and membership communications.

Responsibilities include:

Communications

- Developing publications to support partnerships and profile-raising of the Association;
- Continually reviewing and enhancing the content of the HELOA website;

- Development of the HELOA brand;
- Working with the HELOA Treasurer to ensure publications and communications activity meet the income and expenditure in the budget;
- Continually reviewing the communication with members throughout their HELOA life-cycle, and working with the HELOA UK Secretaries to ensure communication is happening effectively and that members can communicate their views to the HELOA UK Executive;
- Communicating strategic direction to membership;
- Management appointed Officers, including recruitment and providing leadership on projects, and reporting on their work;
- To provide strategic direction to the network of Group Web Engagement Officers.

Interested members should ensure that they have the support and backing of their employing institution, particularly their line manager, as the UK Vice-Chair role has the potential to be high profile, and will also take some time away from the post-holder's "day job". The Vice-Chair attends 3-4 meetings per year (normally over two days to cover both Executive and UK Committee meetings), and will also have regular communication with the appointed Officers, and the rest of the Executive and UK Committee.

For more information about the role, please contact the current Vice-Chair (External Relations, Communications and Partnerships), Rachel Lister, via rachel.lister@admin.cam.ac.uk