

# HEL<sup>OA</sup>

UK Vice-Chair (Partnerships)  
January 2023



## **HELOA**

HELOA (registered charity) is the professional association of staff in higher education who work in student recruitment, outreach, marketing and admissions.

Established in 1990, the Association now has around 1,700 members from over 145 UK universities and higher education institutions. HELOA encourages collaboration, sharing good practice and rigours standards of impartiality amongst our members, helping them to inform students throughout their journey to higher education.

### **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; Group Development; Membership and Administration; Training). The UK Committee comprises of the UK Executive, Group Chairs and invited appointed Officers. The UK Executive meets 3-4 times per year, and the UK Committee meets 3-4 times per year.

### **Responsibilities of the UK Executive**

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 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.

## **What is the role?**

The Vice-Chair (Partnerships) is a high profile role and works alongside the other appointed Partnerships Officers and other members of both the Executive and UK to: develop meaningful partnerships with third party organisations; to identify opportunities for liaison with partners to bring tangible member benefits; to grow the profile of HELOA and provide sector insights for members.

## **What will you get to do?**

The role will be particularly suited to an individual who has strong networking skills, can provide consensus leadership for the Partnerships team and thought leadership on behalf of HELOA to the wider HE sector.

## **What will you get to do?**

- The Vice-Chair (Partnerships) will provide overarching strategic direction of the continued provision of Partnerships as well as aspirational growth and future direction of Partnerships for HELOA
- The Vice-Chair (Partnerships) will provide leadership and support of the Partnerships team to deliver on the key aims for partnerships of the HELOA strategic plan
- To act as first point of contact in brokering new relationships with third party organisations both at national and group level, ensuring that pursued relationships bring mutual benefit
- To proactively establish links with third party organisations with whom the association may wish to associate
- To regularly represent the association externally on advisory panels, boards, working groups, task and finish groups etc. as relevant and required
- To co-ordinate and chair regular Partnerships teams meetings
- To manage and input into the Organisational Development plans at both an association and team level
- To oversee the review and deliver of the Partnerships framework, including ongoing development and management of our strategic partners, supporters and sponsors and alignment to group level partnerships
- To work closely with the Executive as needed to integrate key partners into delivery of other areas; especially Training, Group Development and Communications
- Communicating effectively between partners, the Partnerships team, UK Executive and the UK Committee, and implementing processes to ensure that appointed Officers are communicating with the wider membership through annual reports and updated webpages

## What will you learn

- Develop experience of formulating partnership agreements and associated frameworks and other documentation
- Experience of team supervision
- Experience of strategic planning and processes
- Build strong links with a range of sector leading organisations
- Develop knowledge of the themes in the HELOA Constitution and other management documents that pertain to partnerships and ensure that these activities support the Associations aims and objectives.

## What are we looking for?

- Strong networking skills,
- An individual who can provide consensus leadership for the Partnerships team and thought leadership on behalf of HELOA to the wider HE sector.
- Experience of relationship management
- Strong communication and interpersonal skills
- Excellent organisational skills
- Enthusiasm for HELOA and its' aims

## Reporting

The role holder will report to the UK Chair

## 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 conferences compulsory, a free conference place will be provided each year for the duration of the role.





## What's it really like?

"The role of UK Vice-Chair (Partnerships), has given me a wealth of skills and experience. The role has provided me with the opportunity to build strategic planning experience, formulate partnership agreements and associated documentation, develop strong relationships with key external organisations and build effective links with colleagues across the sector. I have thoroughly enjoyed the role and have benefited significantly from the experience it has given me"

## Time Commitments

The Vice-Chair attends the AGM and three meetings per year (normally over two days to cover both Executive and UK Committee meetings) and will also have regular communication with the rest of the Executive and UK Committee.

Partnerships team meetings are normally organised as required, and often around UK Committee and AGM meetings. The role will also be required to attend a number of external meetings, which will vary during the year however attendance at these will be in discussion with the UK Executive for additional resource and support.

The individual should ensure that they have the support and backing of their employing institution, particularly their line manager, as the Partnerships Vice-Chair role is a high profile, and is integral to the external profile of HELOA.

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

