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HELOA

Partnerships Manager (Sponsor Lead)
November 2026



About the Team

The Partnerships Team is responsible for the development and growth of HELOA's relations and income generation with other associations, organisations, statutory bodies and government as they are of vital strategic importance to the Association. The Higher Education sector is rapidly changing and HELOA has a key role to play in representing the views and work of the Association with a greater sector profile and influence.

What is the role?

The role of Partnerships Manager supports the work of the UK Vice-Chair **(**Partnerships) to maintain existing partnerships as well as growing a number of new partnerships, as outlined in the HELOA strategy and the Partnerships Framework.

The role will support the development of an annual sponsorship package driving commercial growth for HELOA and taking a proactive approach to identifying opportunities for income generation for HELOA whilst strengthening HELOA's profile across the sector.

This is a great opportunity to work in partnership development at a strategic level and network with key organisations within the sector, as well as develop skills and knowledge in higher education sector policy and changes. The post holder will also network with colleagues across HELOA through regular meetings, shared projects and collaborative working.

What will you get to do?

Working within the Partnerships Team, the post holder will create and sell sponsorship packages for HELOA's conferences and training events, promoting opportunities through the fortnightly Bulletin, website and social media.



They will be the main contact for sponsors, negotiating agreements that deliver real benefits for members. The role will include sourcing and nurturing prospective sponsors, proactively identifying new opportunities to generate income while raising HELOA's profile across the sector.

What will you learn?

- How to build and price sponsorship packages, negotiate agreements, and manage commercial relationships from first contact through to long-term partnership.
- Develop skills in marketing and promotion across the Bulletin, website and social media, and in spotting and pursuing income opportunities.
- Develop a strong understanding of higher education and its professional networks through working with sponsors, members and colleagues across the sector.

The Partnerships Manager will be expected to:

- Proactively identify income-generating opportunities while strengthening HELOA's profile across the sector.
- Build rapport with potential sponsors that could lead to income generation.
- Attend monthly partnerships meetings to support cross-working where necessary.
- Work with the Training team to understand the Conference briefs and find suitable sponsorship opportunities and speakers.
- Work towards income targets and build strategies with the UK Vice-Chair (Partnerships) to achieve these.

Time commitment for the role

The Partnerships Manager is an appointed role lasting for 3 years, and the appointed person must be a member of HELOA. On average you will commit a minimum of 1 hour per week to the role and there will be peak periods in terms of stakeholder groups, team meetings, events and activities which require a higher level of engagement.

Attendance at UK Committee meetings is encouraged (approximately 4 meetings per year, 2 online and 2 in-person). Attendance at the annual 3-day National Conference in January is compulsory. The Partnerships Team aims to meet monthly, and attendance is expected.

What are we looking for?

- A confident, proactive communicator who enjoys building relationships and is comfortable negotiating with sponsors.
- An individual who is commercially minded and motivated by finding new income opportunities, with strong writing skills to promote packages across the bulletin, website and social media.
- Someone who is organised and self-driven, you will juggle multiple partnerships while working well within a team.

Reporting

The Partnerships Manager (Sponsors Lead) reports to the Vice-Chair (Partnerships). Attendance at UK Committee meetings is encouraged, and attendance at the National Conference is compulsory.

Monthly catch-ups and quarterly activity updates for each UK Committee meeting, and an annual report on activities undertaken, which is shared at AGM.

Remuneration

Roles with HELOA are undertaken on a voluntary basis. HELOA covers all travel, accommodation and sustenance costs for UKC meetings. As attendance at the national conference is compulsory, a funded conference place will be provided each year for the duration of the role.



What's it like in practice?

Jen Barton, Partnerships Manager, shares her experiences of the role and the skills she has gained...



Holding the position of Partnerships Manager over the past three years has been an invaluable experience. During this time, I have successfully built and maintained strong, collaborative relationships with both UCAS and FindAUniversity, ensuring their contributions fully benefit the HELOA group.

One of the key highlights of the role has been developing my ability to foster meaningful partnerships and negotiate clear, mutually beneficial Memorandums of Understanding that align with our strategic objectives.

Engaging with the UK Committee has also given me the opportunity to share best practice across the sector and learn from the wealth of experience within the network.

HELOA has been an enormously valuable source of professional development, and I am truly grateful for the opportunity to serve in this capacity.

For more information about the role, please contact Sarah Weir, (Vice-Chair Partnerships): partnerships@heloa.ac.uk