

HEL^oA

Partnerships Manager (Strategic Partners' Lead)
March 2026



About the team

The Partnerships Team is responsible for the development and growth of HELOA's relations 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 (Strategic Partners' Lead) 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.

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?

In this role you will:

- Manage relationships with strategic partnerships on behalf of HELOA and its members, working towards common objectives and identifying new opportunities to collaborate together.
- Network with a range of organisations across the sector.
- Implement HELOA's strategic goals with the support of the partnerships team and UK Committee.
- Work closely with and support the other Partnership Managers and the training team on the business expo and partner-related activities for the National Conference. This includes securing sponsorship opportunities, identifying engaging content for sessions, and confirming logistic arrangements for the partners' participation.



- Liaise with HELOA's Group Vice-Chair Partnerships, sharing updates and key messages to the membership to ensure partners support HELOA activities.
- Share updates and insights via the e-bulletin.
- Identify partnership opportunities and develop and implement the partnerships plan alongside the partnerships team.
- Meet with potential new partners to determine if and how they can work with HELOA to mutually benefit each organisation.
- Review and develop agreements with partners, in line with the partnerships framework.
- Review partner information on the website and provide regular updates and content to the communications team as per the communications plan.
- Provide reports to the UK Vice-Chair (Partnerships) on current activities in time for each UK Committee meeting, and prepare an annual report on activities undertaken
- Attend meetings and conferences on behalf of HELOA and deputise for the UK Vice-Chair (Partnerships) as required.
- Represent HELOA on key stakeholder groups with partner organisations as and when needed.
- Support the management of the partnerships inbox, documents and folders.
- Undertake additional responsibilities when requested by the UK Vice-Chair (Partnerships).

What will you get to learn?

- Relationship management across a range of organisations on behalf of a charity.
- Develop agreements with partners.
- Greater understanding of Higher Education policy and organisations within the sector.
- How to raise awareness of HELOA within the sector through networking and partner liaison.

What are we looking for?

- Interest in building working relationships across the sector.
- Good networking skills and the ability to engage with a wide variety of audiences.
- A team player who can work collaboratively across the partnerships team and wider UK Committee to deliver on our commercial and non-commercial partnerships.
- Good attention to detail.
- Strong communication and organisational skills.
- Committed to support HELOA's values and mission
- Flexible and accommodating.
- Time to fulfill the role.

Time commitment

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 encouraged. You will also need to co-organise and attend 4 meetings with UCAS and the Group VC Partnerships as well as quarterly review meetings with all of the Strategic Partners.

Reporting procedure

The Partnerships Manager will report to the UK Vice-Chair (Partnerships) through quarterly activity updates for each UK Committee meeting and an annual report on activities undertaken.

Remuneration

Roles with HELOA are undertaken on a voluntary basis. HELOA covers all travel, accommodation and sustenance costs for UK Committee meetings. Attendance at National Conference is compulsory for this role, and a funded conference place will be provided each year for the duration of the role. This place will be given in lieu of the responsibilities undertaken to support partners and sponsors attending and the National Conference team.



What's it like in practice?

Jen Barton, the outgoing 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: partnerships@heloac.ac.uk