



Midlands

HELOA Midlands Training Day Agenda

Harper Adams University

Thursday 11 September 2025

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

10:00-10:15 - Arrive, sign in & Network with tea and biscuits.

10:15-11:00 - Welcome & introductions from Midlands committee

- **Updates from Chair**
- **Updates from VC Partnerships**

11:00- 12:00 - Progression Panel

Making the transition into a new role can be challenging—particularly in the dynamic world of student recruitment. Join us for an open and insightful discussion with our panel of experienced professionals, each bringing a unique perspective on the Higher Education landscape. Whether you're exploring your next step or simply curious about the paths others have taken, this is a great opportunity to ask questions, gain practical advice, and learn from those who've navigated similar journeys.

Panel members:

- **Rici Kreiger- Nottingham Trent University- Student Recruitment Events Officer**
Job history upon graduation in Sep 2018: Advertising Executive (Sales) at Springer Nature (4 months, maternity cover), International Admissions Officer at a Pathway Provider (7 months), Admissions Associate at NTU (1 year, 6 months), Schools and Colleges Liaison Exec/Officer (1 year), Schools and Colleges Liaison Officer/Coordinator (1 year, maternity cover), Marketing Exec (7 months), Student Recruitment Events Officer (since April, maternity cover).
- **Oliver Speke- Bangor University- Senior England Recruitment Officer (Midlands)**
Job history since graduating at University of Wolverhampton: Graduate intern (SR) at Uni of Wolverhampton for just over a year, then moved onto Education Guidance Advisor, still at Wolverhampton for just over 4 years, UK Recruitment Events & Data Officer for 2 years, Conversion Officer for Faculty of Education, Health & Wellbeing at Wolverhampton for just over a year, then onto Student Recruitment & Engagement Officer at Harper Adams for a year and a half, then moving into his current role as Senior England Recruitment Officer (Midlands based).
- **Hannah Wright- University of Derby- Associate Director- Student Journey**
Hannah firstly started out as an Education Liaison Development Officer for four and a half years, then she moved onto being an Education Liaison Manager for 13 years, securing all the necessary experience to progress into her current role as Associate Director at the University of Derby.
- **Isaac Logan- Oxford Brookes University- UK Student Recruitment Officer (Midlands)**
After graduating from the University of Birmingham with a degree in Criminology and Sociology, I initially explored a few different paths before beginning my career in higher education. I spent two years at the University of Derby as a Schools and Colleges Liaison Assistant, a varied and rewarding role that introduced me to the world of student recruitment and outreach. In 2024, I joined Oxford Brookes University as a UK Recruitment

Officer for the Midlands, where I continue to support prospective students and promote access to higher education across the region.

- **Ryan Martin- Loughborough University- Student Recruitment Manager**

Student Recruitment Manager at Loughborough University for 2+ years to date

Student Recruitment Outreach Officer at University of Nottingham for 4.5 years

Student Recruitment Assistant at Bishop Grosseteste University for 6 months

Student Recruitment Intern at York St John University for 1 year

What you will learn:

- Top tips from the panel members on how to make the move into the next job role
- Find out the different types of jobs that you can progress into within HE
- Have the chance to ask your questions and feel more confident within your job roles and next steps.

12:00- 12:45- Lunch & Networking

12:45- 13:40 - Round table discussions- Options include:

- **Regional Progression**

With the Higher Education landscape evolving rapidly, regional officers face a unique set of challenges and opportunities. This session offers a valuable space to connect with fellow regional colleagues for a constructive and open discussion. Share your experiences, explore what's working for you, discuss common hurdles, and exchange practical strategies that can support your success in an ever-changing environment.

- **'What in the WP is happening?'**

With the launch of the new Access and Participation Plans, many institutions have new pressures to ensure widening participation targets are met. What does your widening participation service look like? How are you balancing the juggle between meeting these targets and building relationships with schools? What happens to those students who fall just outside of the WP criteria but are not 'gifted and talented'? With increasing budget cuts and a strain on time, how are you making the most of your service? This is your opportunity to discuss all things WP and see what is happening across the region.

- **Self Directed learning**

With ongoing budget cuts—especially in professional development—many of us are finding new ways to invest in our growth. So how are you keeping your skills sharp? Are you turning to LinkedIn Learning or other online platforms? What resources have you found genuinely useful and insightful? This is a chance to share tips, discover new tools, and hear what's working for others. From overlooked areas of development to personal productivity hacks, come ready to exchange ideas and walk away with practical strategies to boost your own learning journey.

- **How to make the most of challenging times**

In a period of significant change across the UK higher education sector, this discussion offers practical guidance and reflective space for staff working in the sector. We'll explore ways to adapt, stay motivated, and identify opportunities for innovation and growth. Whether you're facing shifting priorities, reduced resources, or evolving expectations, join us to share strategies, support one another, and strengthen your impact during challenging times.

13:45- 14:30 - Breakout Rooms

Option 1: Keep on Movin' - Elliot Newstead - Associate Director of Future Students at De Montfort University. [ONLINE]

On average, people spend *roughly* four years in a job but how can you be preparing for a job you don't know about yet?

Have you taken a good look around? Are better things coming your way?

This session will explore the journey from officer to manager to department head and consider how, within our sector niche, HELOA members can think about exploring that *next step* (spoiler, it doesn't always have to be 'up').

Remember, things will be alright in the end.

What you will learn:

- **Learn how to demonstrate strategic capability in interviews and applications**
- **Discover practical ways to gain experience in strategy-setting while in a role that might not have that in the JD**
- **Hear real-life examples of progression journeys and what helped make the transition successful**

Option 2: Thinking strategically and creating a sense of belonging- Ryan Martin- Loughborough University

Working in a university, particularly in recruitment and outreach can be challenging and often you have different voices, from management, marketing and academics throwing conflicting priorities at you.

Can this make you feel detached from the university, its wider strategy and goals?

This session will cover how to manage those expectations, consider how wider university strategy ties in with our work and targeting, the importance of evaluation, as well as using demonstratable data to seek buy in.

We will also discuss how to use this to your advantage when considering progression or future roles.

What you will learn:

- Learn how wider university strategy can tie in to recruitment and outreach work, creating a better sense of belonging
- Increased awareness of the importance of evaluation moving forward
- Understand how past experience and belonging can be demonstratable evidence moving forward

*All sessions are subject to change