

HEL^{OA}

UK Vice-Chair (Communications)
September 2025



What does the Communications Team do?

The Communications Team is part of the HELOA UK Committee (UKC) and is responsible for managing internal and external communications for HELOA, comprising of web, social media and email communications. The team is responsible for ensuring that the HELOA brand is consistent across all HELOA publications and ensuring that members engage with HELOA's content.

With over 1,700 members, the HELOA Comms team takes a leading role in finding innovative solutions to engaging the membership, from video content production to refining web messaging and enhancing and tailoring email communications. The team play a vital role in the delivery of HELOA's strategic objectives and work across the whole UK committee in delivering on HELOA's priorities.

The team are creative in seeking solutions to challenges and engaged in supporting members of the UK committee to best communicate their priorities, advising and enacting changes to best reflect our members. There is a lot of scope for development within the team, looking at new solutions to emerging challenges, as well as keeping day-to-day engagement on track.

What will you get to do?

As Vice-Chair (Communications), you will lead the communications strategy for the Association. Managing a team of three volunteers, you will work across HELOA to support the delivery of a wide range of activities.

You will also be the brand guardian for HELOA, ensuring that materials and publications, both physical and digital, reflect the HELOA brand.

You'll work with the team to find exciting and innovative ways of solving problems across the work of the Association, supporting engagement techniques and ensuring that members are kept informed of developments and opportunities to meet their needs.



What will you get to learn?

- Manage a team of remote volunteers
- Develop communication and marketing strategies
- Effective review of engagement tactics and strategic approaches to measuring success
- New technologies and platforms that you may not have used before
- Branding and design techniques
- Managing a budget
- Creative content tenders and briefing across a range of content platforms
- How committees run and the organisation of how to run a charity

The Vice-Chair (Communications) will be expected to:

- Manage a team of Digital Communications Managers with varied levels of experience, including advertising and interviewing for new roles and onboarding new members
- Leading the communications strategy for both internal and external stakeholders
- Ensure that the HELOA brand is represented in all materials linked to the Association
- Promote HELOA's values in all internal and external communications
- Support the different areas of HELOA's work to develop engagement tactics
- Place Equality, Diversity and Inclusion at the heart of all decision making
- Build a sustainable engagement model that can support HELOA's aims with varying levels of support

What are we looking for?

- Lots of enthusiasm and willingness to learn
- Solution orientated mindset
- Creative and strategic thinking
- No technical experience needed – all will be demonstrated as part of the handover process

Reporting Procedure

The Vice-Chair (Communications) reports to the HELOA Chair. Attendance at UK Committee meetings is encouraged and attendance at the national conference is compulsory.

Remuneration

Roles with HELOA are undertaken on a voluntary basis. HELOA covers all travel, accommodation and sustenance costs for UKC meetings. A funded place at National Conference will be provided for the duration the individual is in post.

What's it like in practice?

Hannah Goodwin, the Vice-Chair (Communications) shares her experiences of the role and the skills she has gained...



Serving as HELOA Vice-Chair (Communications) for two years has been an incredibly rewarding experience. The role has expanded my network across the HE sector and opened up opportunities I wouldn't have had otherwise, including being invited to speak at a conference.

I've developed many skills in the role – from shaping communication strategy and building my technical knowledge of web content management systems, to diplomacy skills and the governance involved with running a membership association. This experience will prepare me well for future jobs, inside and outside of the HE sector.

Leading a remote team of volunteers has also helped me to grow my management skills, and I believe the skills I've developed in this role played a key part in securing my recent promotion.

The highlight has been the people – the HELOA members and fellow committee colleagues I've met and learned so much from along the way. Volunteering is hard work alongside your day job, but it's absolutely worth it. If you're considering putting yourself forward, I really encourage you to go for it!

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

