

HEL^oA

UK Vice-Chair (Membership Engagement)
March 2026



What is the role?

This is a new role within HELOA and combines previous roles Vice-Chair (Group Development) and Vice-Chair (Membership & Administration). The post holder will be part of the Operational Group and ensure the views of members are being fed into UK strategy. The role is an appointed role and can be held for up to 3 years. The appointed person must be a member of HELOA.

What will you get to do?

The role will be responsible for engaging with HELOA's wide and varied membership and consider new ways to increase membership engagement across the whole charity. The postholder will work closely with the Group Chairs to support the strategic development of groups' work with the membership ensuring activity reflects the aims of HELOA, encompasses training, partnerships and an engaged membership. They will also support the HELOA office to ensure membership systems and procedures are smooth and efficient and ensure that members are at the forefront of decisions made by the UK Committee and that benefits to members are relative to HELOA's membership fees. This could be via free networks and forums for members to discuss specific challenges and issues in the current higher education system.

What will you get to learn?

- How to contribute towards a national strategy document, updating regularly as tasks and activities are completed.
- How to produce an annual report outlining yearly activity against objectives.
- How to develop community and relationship building, keeping members engaged over time, understanding what makes them stay, and turning users into advocates.
- How to manage stakeholders of differing priorities to ensure successful collaboration.
- How to coordinate an Annual General Meeting ensuring effective planning, organisation and governance.



The role will be expected to:

- Explore new ways to further expand membership and engagement.
- Increase membership participation
 - Ensure there is interest in elected and appointed roles
 - Implement proof of actions from membership surveys
 - Track engagement at events
 - Track engagement from institutions, primary contacts and members
 - Define membership criteria for institutions and individuals and review institutional membership applications
 - Oversee the membership renewal process
- Communicate regularly with Group Chairs, identify membership engagement issues early and implement plans for supporting re-engagement.
- Coordinate the HELOA biennial survey and report to members on the results and use these results to make improvements to the organisation for members.
- Administer the Annual General Meeting of the charity in accordance with the terms of the Constitution, in liaison with the HELOA Office and the wider UK Committee.
- Support the HELOA Office to maintain efficient systems and processes to meet the needs of the membership.

What are we looking for?

- Excellent communication and interpersonal skills
- Innovation and creative thinking
- Strong organisational skills
- Good time management skills to fit HELOA duties around your day job
- Enthusiasm for Groups, HELOA and its' aims

Reporting

This role reports to the HELOA UK Chair. Attendance at UK Committee meetings is strongly encouraged (there are approximately four meetings per year) and attendance at the Annual General Meeting and 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?

Alex Whitham, the outgoing Vice-Chair (Membership Engagement) and **George Green**, the outgoing Vice-Chair (Group Development) share their experiences of their roles and the skills they have gained...



Being involved with HELOA has given me the chance to connect with a really diverse and passionate community of members, focused on sharing best practice and supporting students.

It's been a fantastic opportunity to gain a deeper understanding of the higher education sector, work to shape the direction of the association, and pick up insights that have impacted my day to day work. I'd definitely recommend this role to anyone looking to make a real impact in the sector while developing both personally and professionally. It's been a truly fulfilling experience.

Leading a group of passionate volunteers who deliver a varied programme of training activities across regions of the UK has been inspiring.



For more information about the role, please contact Keir Robinson, UK Chair, at chair@heloac.ac.uk

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

