

HEL^oA

Associate Member Representative
October 2024



About HELOA

HELOA is the professional association of staff in higher education who work in student recruitment, outreach, marketing and admissions. Our members help potential students, and their families and advisers, make an informed decision about their future in education by providing high-quality information, advice and guidance. They are professional, passionate and engaged advocates for higher education.

Established in 1990, the Association now has around 1,700 members from over 150 UK universities and higher education institutions. HELOA encourages collaboration, sharing good practice and rigorous standards of impartiality amongst our members, helping them to inform students throughout their journey to higher education.

For our members, we provide:

- High quality and low cost training and professional development opportunities
- Networking and conferencing opportunities, regionally and nationally
- Advice, guidance and support for both newcomers and experienced practitioners
- Regular updates on changes to the HE sector, helping you to better advise your students

The HELOA Executive and UK Committee

HELOA operates with an Executive consisting of the UK Chair, seven UK Vice-Chairs (Training; Group Development; Communications; Partnerships; Finance; Membership and Administration and Governance and Policy). The UK Committee comprises of the UK Executive, Group Chairs and invited appointed Officers including Conference Officers, Web and Marketing Officers. The UK Executive meets monthly, and the UK Committee meets 4 times per year, twice in person and twice virtually.

This post would not sit on the UK Committee but will feedback to the UK VC (Membership and Administration).



HELOA Associate Member Representative Role Description

The Associate Member Representative may be a Primary Contact or HELOA member of an associate institution and will be elected according to procedures set out in the constitution and Standing Orders. The role shall normally be for a three-year period.

This is a high-profile role within the Association, which allows the post holder to engage at national level (through working closely with the UK VC (Membership and Administration) with developments across the higher education sector; particularly in the areas of student recruitment, admissions and widening participation. It will also provide the opportunity to develop many of the skills valued more widely in the higher education sector. Below highlights the core responsibilities of the role however, the UK Executive encourages the representative to add to these with reference to associate institution's aims and objectives.

Core responsibilities

- Provide associate membership feedback to the UK VC (Membership and Administration), representing the views and activity of the members
- To take responsibility for all member and membership issues within the associate members group
- To provide leadership and vision as to the development of associate members in line with the HELOA UK Strategic Plan
- To produce an annual document outlining the associate members objectives and spend for the forthcoming year in line with HELOA UK Strategic Plan
- To chair at least three associate meetings per year, disseminating relevant news to members from the UK Committee meetings. Additionally, chair an associate meeting at the annual AGM and Conference
- To prepare an annual update on associate member activity for AGM
- To assist associate members in developing its profile within the Association
- To act as a spokesperson / representative of HELOA
- Look to grow the number of Associate Member Institutions

Experience and Skills

By undertaking this role, you will demonstrate the ability to:

- Construct agendas, chair meetings and identify action points
- Lead associate members in developing and delivering priorities in line with a national strategy
- Communicate and demonstrate diplomacy in working with internal and external stakeholders
- Produce an annual update outlining yearly activity against objectives
- Maintain up-to-date knowledge of the HE recruitment, WP and outreach sectors
- Represent a group to the national committee

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

