

WE'RE HIRING!

# Senior Graphic Designer

Fixed-term up to 12 months  
(Maternity Cover)

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# You turn complexity into clarity.

We're looking for someone who is a master of information design and corporate communications. Where others see a wall of text you see opportunity (and get excited about it!).

It's fast-paced, so be prepared to roll up your design sleeves! You'll be part of the management team of a high-performing Communications Team who value your design expertise and insight. You'll report into our Director of Communications and manage our Graphic Designer and Videographer.

If you're reading this and thinking, "this is me!", keep scrolling. The job description, benefits, and how to apply are coming up.

## We're excited to hear from you if:

- ♥ you design to inform, connect, and clarify with a flawless understanding of information hierarchy and layout
- ♥ you're not "just a designer", you read content, ask questions and take time to understand before you think about the solution
- ♥ you're able to balance your own hands-on design work whilst managing a team and a design schedule
- ♥ you lead with purpose and empathy, inspiring and motivating your team to create meaningful design and video
- ♥ you're confident explaining the 'why' behind your work with care to non-design audiences and giving constructive feedback when needed.

# What you'll be doing:

- Developing and maintaining Moat's visual identity and associated guidelines, ensuring all Moat publications and resources meet our standards, convey our corporate identity, reflect the Moat values and the changing role of a social housing provider.
- Providing a 'design agency service' to the organisation. Work with the Communications Business Partners and internal colleagues when needed to develop an annual design plan and reduce the overall spend on external design agencies. Raise the profile of the 'design agency service' to establish the strategic importance of the role and ensure there is a campaign-led approach to all design projects.
- Being a key member of the Communications Management Team. Leading, mentoring and growing the design team with empathetic and confident leadership.
- Being the creative lead for Moat's publications developing and maintaining consistent branding and visual identity.
- Supporting ongoing development of Moat's website, microsites, intranet and social media channels and continue to develop knowledge of web design and other online media.
- Managing Moat's Design Team and work with the wider Communications Team to provide an in-house graphic and digital design service to Moat, designing and co-ordinating production of a wide range of corporate documents, digital content and promotional materials.
- Supporting and advocating for the in-house film production, providing design and production support as needed.
- Planning, designing and producing corporate documents including but not limited to brochures, posters, flyers, logos, newsletters, financial statements and annual reports.
- Developing specific training and guidance for colleagues and departments to raise awareness of Moat's visual identity, guidelines and visual communications issues.
- Where external agencies are used, liaising with printers and suppliers to provide technical briefings on the required print/production specifications and ensuring that value for money is achieved at all times.
- Playing a key role in the development and promotion of a strategic shift to e-communications for core customer publications and marketing materials.
- Oversee Moat's visual media library, ensuring a structure which can be readily searched and sourcing new images to meet Moat's communication needs.
- Undertaking continuous professional development.

# To apply you'll need:

- A bachelor's degree, diploma or equivalent qualification in Graphic Design and a good standard of education, with particularly good written English
- A flair for creative design, supported by practical experience and a diverse portfolio of work
- A strong understanding of information design and hierarchy to create clear, engaging, and customer centered designs
- Expert knowledge of typography to enhance readability, establish tone, and create visually cohesive designs
- Excellent working knowledge of Adobe Creative Suite (particularly Indesign and Illustrator) and mac applications
- A good working knowledge of MS Office applications
- Good understanding of data protection laws, especially GDPR, including how to handle personal data correctly; plus basic knowledge of copyright and image use
- An awareness of the social housing sector.

## Management experience

- Proven, effective management experience in a mid to senior level design role, preferably within an in-house team, fostering a healthy, inclusive, and collaborative team culture
- Able to clearly demonstrate strong, successful leadership – leading, mentoring, and growing multi-disciplinary creative teams
- Proven ability to set design direction, manage workflows, and provide clear, empathetic leadership
- You're a strong advocate within cross-functional teams, ensuring the needs of the design team are heard and met.

## It's a bonus if you have:

- Knowledge of UX/UI design using platforms such as Figma and experience using online content management systems (CMS), specifically Umbraco
- Expertise in the use of graphic design applications, including in new and emerging technologies
- Experience of intranet platforms
- Excellent literacy skills
- Detailed knowledge of data protection laws, especially GDPR, including how to handle personal data correctly; plus basic knowledge of copyright and image use.

# What you'll get in return:

- Starting salary from £40,375 per annum dependant on experience
- Generous annual leave entitlement, half day off for your birthday\* and flexibility to buy and sell more annual leave\*
- Pension scheme and life assurance
- An employee assistance programme that provides a free, confidential counselling and advice line
- A creative training platform for you to use and other training and development opportunities.
- The IT kit you need to do your job effectively both in the office and at home.

\*subject to terms and conditions of your contract



After your initial induction you'll be based at our Dartford head office at least two days a week, with the flexibility to work from home on the other days. Your schedule will adapt to project need, whether it's a 1:1 with a team member or an in-person creative meeting, you'll come into the office to get what you need to do the job well.

We're a bit biased but our Comms Team is supportive, collaborative and hardworking with a great sense of humour too. We keep connected with regular team meetings, office lunches and a lively group chat (we love a GIF), and we take real pride in the quality of the work we deliver.

# So, who are Moat?

We're dedicated to achieving our purpose of 'opening doors to better lives' for our customers and being true Customer Pioneers. Our values and behaviours are the cornerstone of everything we do, ensuring we have a customer focused workplace:

## Better together

We set high standards, work together and welcome every opportunity to learn.

## Be the change

We're flexible and adaptable to change, sharing ideas and focusing on new solutions.

## Lead by example

We work hard for our customers and take pride in making a difference in their lives.

## Own it

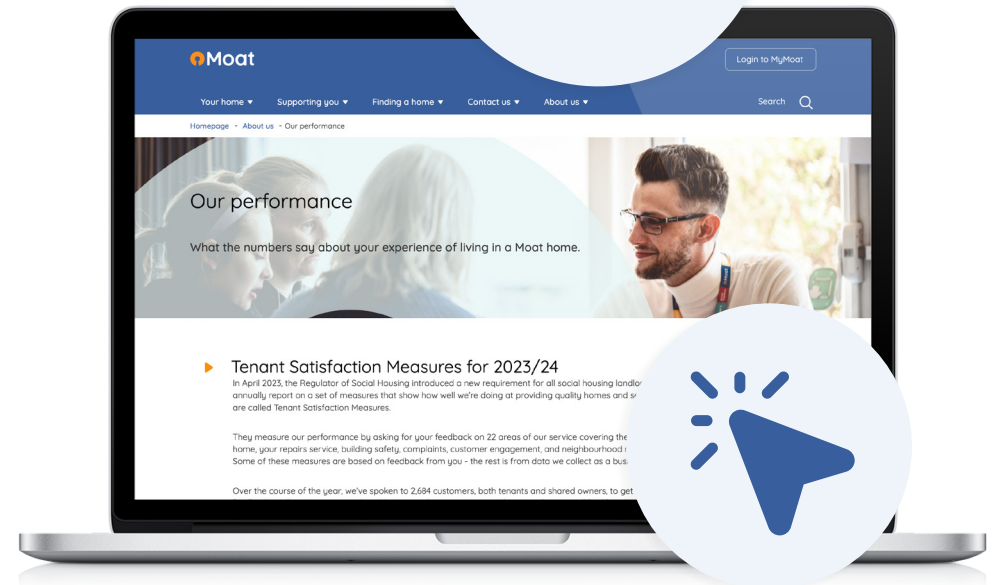
We take personal responsibility for making things happen and seeing things through.

We're a housing association owning and managing over 22,000 homes across Kent, Essex, Sussex and London with a development pipeline of 1,350 new affordable homes over the next three years. We're also one of The Sunday Times' Best Places to Work **three years in a row!**

THE SUNDAY TIMES  
**Best Places to Work 2025**  
BIG ORGANISATION

THE SUNDAY TIMES  
**Best Places to Work 2023**

THE SUNDAY TIMES  
**Best Places to Work 2024**



# Ready to bring something to our team?

If you read this far and you're still excited by the role and want to work with us, it's time to apply!

- **Application deadline**  
9am, Tuesday 19 August
- **Initial virtual interviews**  
w/c 1 September
- **Second in-person interviews**  
w/c 8 September

Apply by filling out our application form on our careers website, then email your portfolio through to:

 peopleservices@moat.co.uk

As an inclusive and diverse organisation, we operate an anonymised recruitment process.

Applications must be submitted via our application form. CVs are not accepted. Your portfolio will be anonymised by our People Services team before it is shared with the Design Team.

