

We're looking for a

Head of Communications

to join our team ...



Hello there!

Who we're looking for

What you'll be doing and
what you'll need to apply

What you'll get in return

Who we are

Apply



Hello there!

At Moat, communication isn't just about sharing information — it's about shaping understanding, building trust and creating the conditions for people to thrive.

As a team, we translate complexity into clarity. We help colleagues feel connected to our purpose, support customers through moments that matter, and protect and strengthen Moat's reputation in an ever-changing landscape.

The Head of Communications role is central to all of this. You'll be the strategic lead who brings coherence, confidence and creativity to how we communicate. You'll guide a talented team, champion insight-led thinking, and ensure our voice is consistent, compassionate and impactful.

You'll also be a trusted advisor — someone who can see around corners, anticipate risks, and help shape decisions at the highest level.

If you're someone who leads with empathy, thinks with clarity and acts with purpose, you'll feel right at home here.

Right now, it's an especially exciting time to join us. We've launched a new corporate strategy and fresh new website, introduced our Moat Offer and soon we'll be launching a new repairs service. We're also growing the Communications Team, raising our ambition and evolving how we work and the Head of Communications role is a key part of that journey.

I'm excited to meet the person who will help us take our communications to the next level.

Sarah Marsden
Director of Communications.



Not to brag but we've been one of The Sunday Times' Best Places to Work three years in a row!

We've said we're growing our comms team and we really are.

We're also recruiting for an Internal Communications Officer and Customer Communications Officers. If you're curious, take a moment to explore these roles and see whether it's the right fit for you, or somebody you know.

Leading communication with clarity and purpose.

I'm looking for someone who loves helping people make sense of what's happening around them, turning strategy, insight and information into communication that feels clear, human and useful.

You'll bring thoughtful judgement, strong writing and editorial skills, and a real understanding of what people need to know and feel confident about. You'll shape Moat's voice, advise senior leaders, support teams through change and help us respond well when our reputation matters most.

It's a busy environment, so you'll need to enjoy variety, stay organised and keep a calm focus. You'll lead a talented communications team, helping them do brilliant work and bringing clarity where things feel complex.

You'll join a collaborative, curious and ambitious team that cares about doing good work, supporting each other and helping Moat colleagues do their best every day. You'll line manage three managers and make sure communications insight is heard and valued.

I'm excited to hear from you if:

- ♥ you lead with purpose, clarity and empathy, and enjoy helping teams feel focused, trusted and able to do their best work
- ♥ you're a strategic thinker who can see the bigger picture, set direction and shape messages that help people understand what matters
- ♥ you're comfortable advising senior leaders, influencing decisions and bringing calm judgement to sensitive or high-profile moments
- ♥ you take the time to understand audiences and use insight, data and evaluation to keep learning and improving what we do
- ♥ you can stay calm, credible and clear in challenging situations, including when media handling or reputation needs careful leadership.

What you'll be doing:

- Help to ensure a consistent, aligned and insight-driven approach across all communications and channels
- Leading, inspiring and developing a high-performing team with clear priorities and accountability
- Ensuring alignment with corporate strategy, values and business priorities
- Providing senior-level advice to the Director of Communications and stepping in when needed
- Owning the media process, including high-level or sensitive enquiries
- Leading crisis communications with timely, accurate and consistent messaging
- Overseeing proactive external communications, media relations and stakeholder engagement
- Identifying and mitigating reputational risks
- Ensuring communication channels are effective, accessible and aligned to audience needs
- Driving innovation in tools, channels and practices
- Planning and prioritising team workload to ensure resources are used effectively.

What you'll need to apply:

- Strong written English and a good standard of education
- Deep understanding of messaging, tone of voice, audiences and channels
- Ability to produce clear, accurate, audience-appropriate content
- Experience supporting media activity and stakeholder communications
- Strong management skills with the ability to build trusted relationships and navigate competing priorities
- Experience planning and delivering communication activities or projects
- Awareness of how organisations build trust, manage reputation and respond to risk.

What you'll get in return:

- The full salary range for this role is £64,484 to £80,605. Starting salary will be offered in this range dependent 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
- Training and development opportunities
- The IT kit you need to do your job effectively both in the office and at home.

*These are 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?

For more than sixty years, we've been driven by one simple purpose: giving people a safe, affordable place to call home — and creating communities where wellbeing, opportunity and pride can flourish.

Today, we're a sector-leading housing association with over 23,000 homes across Kent, Essex, Sussex and London. From families putting down roots to individuals taking their first step into independence, we're here for people in housing need, offering secure rented homes and shared ownership options that open doors and transform futures.



What hasn't changed over the decades is our commitment to social impact. We're passionate about delivering homes that make a real and lasting difference — places where customers feel supported, communities thrive, and colleagues know their work matters.

If you want to be part of an organisation that puts purpose at the heart of everything, you'll feel right at home with us.

How we work

Our values shape everything we do. They're the foundation of how we show up for our customers, our communities and each other. They guide our decisions, our behaviours and the standards we hold ourselves to as housing professionals.

Our behaviour framework brings these values to life — setting clear expectations for how we work, collaborate and deliver on our purpose every day.

Our core values are:

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.

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!

Fill out your application form on the careers section of our website, upload your CV and three examples of your written work.

- Application deadline
Sunday 26 July 2026
- In-person interviews
Week commencing:
10 August 2026

