

## What's it all about

As a Graphic Designer, you will be responsible for conceptualizing, designing, and executing a wide range of visual materials within schemes coming into Places and Estates directorate and Operations as well as offering a consultancy service for the rest of the Marketing department where required.

You will be tasked with creating place led brand concepts from a tenure blind perspective across NHG developments which the marketing team can then embed into the Estates and Communities. You will be responsible for ensuring the place brand is consistent across our Estates and meeting customer expectations by creating; communication templates, social media assets, website designs, and digital media and print collateral.

Your work will play a crucial role in shaping NHG Places image and ensuring that our design assets align with our brand identity and marketing goals.

## How you'll do it

- **Conceptualization and Design:** Develop visually appealing and innovative place brands that can be embedded into the Place.
- **Brand Consistency:** Ensure that all design work adheres to our NHG Places brand guidelines, maintaining a consistent and cohesive brand identity across all Estates.
- **Digital Media:** Create engaging graphics for website, social media, email campaigns, and other digital platforms. Knowledge of web design principles and responsive design is key.
- **Print Collateral:** Design print materials, such as brochures, flyers, posters, business cards, and promotional items, paying attention to detail and ensuring high-quality output.
- **Illustration:** Produce custom illustrations and icons as needed to enhance design projects.
- **Photo Editing:** Retouch and edit photos to meet design and marketing requirements.

- **Collaboration:** Work closely with cross-functional teams, including the internal marketing team and external agencies to understand project objectives and deliver designs that meet the objectives.
- **Deadlines and Prioritization:** Manage multiple projects simultaneously and meet deadlines while maintaining quality and attention to detail.
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### General

- Ensure you follow the financial regulations, policies, and procedures at NHG.
- Ensure that you follow relevant Health and Safety policies and related procedures, keeping up to date with changes and taking action to maintain personal health and safety and that of others.
- Ensure that you undertake any corporate responsibilities as required, including leading investigations and hearings in formal processes across the business.

### Cross organisational working

- Foster effective working with the Operational, Assets and Places & Estates teams, along with in house and external contractors to ensure properties and places are well maintained now and in the future.
- Ensure you act as the resident champion and advocate across all teams at NHG, escalating where necessary to deliver resident focussed outcomes.
- Work with Central Services teams (HR, IT, etc) to develop strategies to improve service quality and delivery

## All about you

### Behaviours for success

Our values set out what we stand for. You'll need to show us how you match them and how you'll behave to ensure those are visible when carrying out your work.

- Compassionate
- Progressive
- Dependable
- Inclusive
- Empowered

For each value, we've created example behaviours to help you understand our expectations in more detail. This role is at a Senior Executive level.

### Essential knowledge, experience and skills including qualifications and professional membership

#### Professional expertise (know how & experience)

- Thorough understanding of and experience of working in the public and/or private housing sector and the processes related to managing customers, property, estate, and complex assets
- Recent experience of managing communications within a customer group.
- Experience of/ability to procure and manage digital and social marketing.
- Thorough understanding of the relevant legislation, statutory and regulatory requirements related to the sector.
- Experience of analysing processes and services to improve customer satisfaction and increase revenue.
- Experience of managing projects to deliver successful outcomes.
- Experience of using business intelligence systems or databases to provide accurate management reporting.
- Experience of successfully managing and completing data analysis and service recovery projects.

#### Skills

- Effective IT skills including advanced MS Office skills.
- Good spoken and written English

#### Qualifications and/or professional membership

- Project Management Qualifications (Desirable)
- ARLA/NAEA/IRPM (Desirable)