

Title:	Senior Policy Manager
Contract type:	Permanent
Location:	Flexible, based at our London Head Office or home based
Hours:	Full time – 35 hours a week
Salary Scale:	£49,427 Office based (including London Weighting) £44,492 Home based
Closing Date:	11.59pm, Sunday 6 th July 2025
Interview Date:	16 th July 2025 (expected)

1. Introduction

Thank you for your interest in this post. This pack will give you some more information about the role and how you can apply. Please feel free to contact us if anything is not clear or you have further questions.

Homeless Link is the national membership charity for frontline homeless agencies in England. With more than 700 members, we work to improve services and campaign for policy change that will help end homelessness and ensure that everyone has a place to call home and the support they need to keep it.

As part of the Social Change directorate we lead Homeless Link's policy influencing and thought leadership activities within the homelessness sector and beyond.

The policy team in Homeless Link works to ensure we represent the voice of our members across all our strategic influencing. This is a dynamic role in which you'll oversee policy activity, build relationships with our members, service providers, local authorities, civil servants, parliamentarians, and other key strategic stakeholders, and drive forward the visibility and impact of our policy work. You will be responsible for line managing the Policy Managers alongside the development and advancing of our policy positions. You will work across the team and with colleagues across the organisation to support the delivery of influencing campaigns and activity. This role is pivotal to achieving our vision of ending homelessness.

The successful candidate will be an excellent project manager, have strong communication and relationship building skills, experience in policy development, and knowledge of the current policy context in relation to homelessness. If you want to be at the forefront of change – this is the right job for you.

We are actively seeking to increase our diversity within our organisation and would greatly welcome applications from people with lived experience of homelessness, from a black or minority ethnic background and/or with a disability.

Thank you for your interest, and I look forward to receiving your application.

Sophie Boobis
Head of Policy and Research

1. Job Profile

Role Description

The Senior Policy Manager leads on the development of policy work in support of Homeless Link's strategic agenda, working to effectively underpin and support Homeless Link's ability to influence government at all levels (national and local).

PURPOSE

- Work with the Head of Policy and Research to ensure the successful delivery of Homeless Link's policy programme, overseeing and supporting Policy Managers to deliver policy projects, and playing a key role in identifying and delivering responsive policy activity.
- Lead our responsive horizon scanning activity ensuring our policy agenda remains relevant, impactful and is reflective of the needs of the homelessness sector and people experiencing homelessness
- Play a critical role in the delivery of Homeless Link's policy influencing and engagement work including holding key stakeholder relationships, delivering public affairs activity, and building policy positions rooted in the experiences of the sector and the people they support
- Contribute to the delivery of influencing campaigns, working with the wider policy team, Campaigns Manager, Head of Policy and Research, and other teams across Homeless Link to communicate policy messages as part of high impact influencing activity

ACCOUNTABILITY

The Senior Policy Manager will be part of the Policy and Research team and will report to the Head of Policy and Research. The Policy and Research team leads on developing our evidence-base in line with our strategic goals, and in support of ending homelessness. The Senior Policy Manager will work closely with all members of the Policy and Research team and will also liaise regularly with other teams across the organisation.

This role will be responsible for line management of the Policy Managers (currently two).

LOCATION

This post can either be based in our London office or home-based with willingness to travel within the UK, and some overnight stays required. This will include an expectation of regular travel to Westminster for parliamentary meetings, events and other engagements.

RESPONSIBILITIES

POLICY AND INFLUENCING

- Line managing the Policy Managers, providing support and guidance to enable delivery of Homeless Link's policy programme
- Develop and implement high impact policy influencing strategies to support the delivery of our strategic policy objectives
- Develop and maintain a high level of expertise on policy areas related to homelessness
- Proactively identify opportunities and threats to the policy landscape enabling Homeless Link to predict and react to changes in the external environment and are able to respond rapidly to changing contexts
- Lead the development and delivery of a member engagement strategy for policy influencing driving forward inclusive approaches and ensuring Homeless Link members, people with lived experience of homelessness and other key stakeholders inform policy development.
- Establish and maintain effective relationships with Homeless Link members, policy makers in government, and key stakeholders in the homelessness, housing, and related social justice sectors.
- To prepare and oversee the delivery of succinct and influential reports, consultation responses, briefings, articles and web pages on policy issues for a range of audiences
- Lead the development of a policy communication and dissemination strategy improving the reach and impact of our policy work, working closely with the wider policy team and the communications team
- To represent Homeless Link on external partnerships and at external events.

CONTRIBUTING TO THE BIGGER PICTURE

- To develop and identify new initiatives and opportunities that stimulate new ways of thinking in relation to homelessness, the wider supported housing, health and social care sectors.
- To actively contribute to Homeless Link's role as the sector's knowledge centre on understanding implication of policy and as the gateway to the knowledge and resources that contribute to the development of capacity and raising of standards.

GENERAL

- Roles and objectives in Homeless Link may change. All members of staff are expected to be prepared to work flexibly in response to changing business needs.
- All members of staff are expected to undertake any other responsibilities or tasks that are consistent with their role and/or reasonably required by the Chief Executive
- All members of staff are required to operate in accordance with Homeless Link's values, policies and procedures.

Person specification

QUALIFICATIONS AND SPECIALIST KNOWLEDGE FOR THE ROLE

Essential

- Policy development skills and knowledge of how to make evidence-based and credible positions on complex and highly nuanced subject matter
- Knowledge of political and policymaking processes in the UK at national, regional and local levels
- Knowledge of the current policy context in relation to homelessness

Desirable

- Knowledge and understanding of effective methods and approaches to public affairs and policy influencing
- Knowledge of parliamentary processes, sound political judgement, and ability to deliver high-impact, persuasive positions and secure parliamentary and wider support for them

EXPERIENCE AND TRACK RECORD

Essential

- Ability to work on own initiative with strong project management skills and demonstrable experience of delivering policy influencing projects.
- Excellent communication skills including the ability to write clearly, concisely and persuasively in a variety of formats for a variety of audiences and very good oral presentation skills.
- Strong interpersonal skills to build and influence external networks, and deal effectively and persuasively with internal and external stakeholders.
- Confidence in working as part of a team, with experience of working collaboratively with colleagues to help ensure the successful delivery of projects
- Experience of delivering stakeholder engagement events to inform policy and/or project development.

Desirable

- Line management skills including experience managing and developing a high performing team

GENERAL REQUIREMENTS FOR ROLES AT HOMELESS LINK

Essential

- Willingness and ability to travel within England
- Willingness and ability to work outside normal office hours.
- Willingness and ability to operate in accordance with the values and policies of Homeless Link.
- Willingness and ability to work flexibly in response to changing organisational requirements.
- Commitment to bring into the work the views, needs and voices of people with direct experience of homelessness.

Desirable

- A sound understanding of the causes, consequences and solutions to homelessness based on direct experience.

Key Competencies

Summary of Core Competencies

Personal Contribution	Working with Others	Organisational Contribution
<p>Personal Effectiveness: Demonstrating effective working practices, striving to deliver high performance</p> <p>Effective Communication: Demonstrates ability to communicate concisely, accurately and persuasively verbally and in writing with a range of audiences</p> <p>Expert/Technical Knowledge: Demonstrating best use of required knowledge in specified field ensuring continuous learning and development.</p>	<p>Teamwork: Working cooperatively, building and nurturing strong relationships within and outside the organisation.</p> <p>Stakeholder Focus: Identifying, understanding and striving to exceed the needs of all stakeholders.</p> <p>People Management & Development: Actively leading and creating an environment to enable individuals to achieve their maximum potential</p>	<p>Resource and Project Management: Achieving results through efficient and effective management of projects and resources.</p> <p>Entrepreneurial & Innovative Thinking: Generating and developing imaginative and innovative solutions and opportunities.</p>

Explanation of terms used

- **Role description:** gives details of the duties of the post. Use this as a guide to decide whether you think the job would suit you.
- **Person specification:** lists the criteria, which will be used to assess your application and covers the qualifications, specialist knowledge, experience, and track record that we are looking for.
- **Key competencies:** these are for your information. We will look for evidence of all these during the interview and testing stage if you are shortlisted.

2. Employee Benefits

Salary scales:

£49,427 - £53,503 per annum if based in our London Head Office
(2 days a week must be worked in the office)

£44,992 - £48,700 per annum if home based

It is our policy to appoint at the first point of the scale.

3. How to apply

Sending in your application

Please provide your CV with a covering letter explaining how you will meet the requirements in the job requirements in person specification and email to: recruitment@homelesslink.org.uk. It would also be appreciated if you complete the online [Equality & Diversity Form](#), please to follow the link to provide this information. It really helps us monitor the effectiveness of our recruitment procedures and the information is not shared with the panel

The closing date is Sunday, 6th July, 11.59PM. Applications received after the published closing date will not be considered.

We plan to hold interviews on Wednesday 16th July.

For any queries about the post, please email recruitment@homelesslink.org.uk

Supporting people with disabilities

Homeless Link is committed to improving its employment opportunities for people with disabilities. Please let us know if you require support, modifications, adjustments, or special equipment to assist you with the recruitment process. We will contact you to discuss your requirements further.

Supporting people with experience of homelessness

As part of Homeless Link's commitment to support people with experience of homelessness, we have committed to giving feedback to applicants who have experience of homelessness. To benefit from this please make sure you state this in your application

Use of AI

We value human talent and are looking for passionate individuals to join our organisation. Applications that we feel rely too heavily on AI may be rejected during shortlisting. However we understand that some applicants may use AI to support

them in their application process. If this applies to you please give a brief explanation of why you have used it to help us ensure fair selection process.

[For more information about working at Homeless Link follow this link to our website](#)