

Title:	Head of Data Systems and AI
Contract type:	Permanent
Location:	Hybrid (London Head Office 2 days per week) or Remote
Starting Salary:	£66,955 (pay review pending)
Closing Date:	10.00 am on Monday 30 th March 2026
Interview Date:	14 th April 2026

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.

The post of Head of Data Systems and AI is a new role within Homeless Link that represents an investment in how we manage AI and data systems in the homelessness sector and provide leadership to our sector. The postholder will manage a small team of technical staff and be responsible for operational management of some key data systems for the homelessness sector including the new National Workforce Programme Digital Hub, the Strategic Insights Tool, Homeless England and the Atlas of London's homelessness service. They will also be the owner of Homeless Link's Salesforce CRM.

With the increasing prominence and strategic importance of data systems, AI and data analytics this exciting new role is a chance to help the homelessness sector make the most effective use of these new technologies to help us achieve our shared vision to end homelessness in this country.

We are actively seeking to increase 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.

Matt Harrison
Deputy CEO

2. Job Profile

ROLE PURPOSE

- The Head of Data Systems and AI is a senior operational management role responsible for the effective leadership, performance, and development of the charity's data systems and AI-enabled tools.
- The postholder will manage a portfolio of data projects and directly line-manage a small team.
- They will ensure that our data systems meet the needs of our staff and other users
- They will play a key role in shaping Homeless Link's data and AI direction, advising senior leaders inside the organisation, and translating organisational strategy into practical, deliverable roadmaps.
- They will promote the effective use of data and AI to help end homelessness across the sector

Accountability

The Head of Data Systems and AI reports to the Deputy CEO of Homeless Link.

Location

We are flexible about the location of this post. Regular travel may be required across the UK, including frequent attendance at Homeless Link's offices in central London.

MAIN RESPONSIBILITIES

Operational Leadership and Strategic Input

- Lead the day-to-day performance, development, and continuous improvement of a portfolio of the charity's data systems and AI capabilities.
- Translate organisational and digital strategy into clear delivery plans, roadmaps, and priorities for data systems and AI.
- Provide expert operational insight and recommendations to senior leaders, contributing to strategic planning and investment decisions.
- Line-manage a small team, setting clear objectives, supporting professional development, and fostering a high-performing, collaborative team culture.
- Manage budgets, supplier performance, and delivery risks relating to data systems and AI.

Data Systems and Architecture

- Be accountable for the effective management, and ongoing development of a portfolio of data systems (eg. Homeless Link CRM, Homeless England, Homelessness Workforce Data Hub, Strategic Insights Tool).
- Ensure systems are well designed, well-integrated, user-centred, and aligned to operational and reporting needs.
- Oversee system upgrades, enhancements, and integrations, working closely with internal teams and external suppliers.
- Ensure high standards of system design, data quality, documentation, and operational resilience.

Information Governance, Security, and Compliance

- Establish and maintain robust information governance frameworks, policies, and standards for Homeless Link data systems.
- Ensure compliance with UK GDPR, Data Protection Act 2018, and other relevant regulatory and contractual requirements.
- Act as a key stakeholder in information security, risk management, and incident response relating to data and AI systems.
- Promote best practice in data ethics, consent, transparency, and safeguarding, particularly where data relates to vulnerable individuals.

Analytics, Insight, and Impact

- Lead the development of analytics, reporting and data visualisation capabilities that support operational decision-making, strategic planning and research.
- Enable high-quality impact measurement, evaluation, and learning through effective use of data.
- Champion data literacy across the organisation and the wider homelessness sector, supporting colleagues to use data confidently and appropriately.

Artificial Intelligence and Automation

- Identify, evaluate, and implement appropriate AI and automation solutions to improve efficiency, insight, and service delivery both inside Homeless Link and across the sector.
- Ensure Homeless Link's AI use is ethical, explainable, proportionate, and aligned with the charity's values and public trust obligations.
- Contribute to organisational guidance on the responsible use of AI, including generative AI tools.
- Monitor emerging AI trends, regulation, and best practice relevant to the homelessness sector.

Stakeholder Management and Collaboration

- Act as the primary operational point of contact for data systems and AI across the organisation.
- Work closely with internal and external users to prioritise needs and deliver effective solutions.
- Manage relationships with external suppliers, consultants, and technology partners, ensuring value for money and service quality
- Contribute to cross-organisational projects and represent the data function in internal forums.
- Be a leader in the homelessness sector in the effective use of data and AI to help end homelessness and work with colleagues across the sector to promote and support this.

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.

This is a description of the job as it is presently constituted. It is the practice of Homeless Link to examine job descriptions from time to time and to update them to ensure they relate to the job as then being performed, or to incorporate whatever changes are required to reflect business needs. This will be conducted in consultation with you. It is the organisation's aim to reach agreement on changes, but if agreement is not possible, the organisation reserves the right to insist on changes to your job description, after consultation with you.

PERSON SPECIFICATION

Qualifications, Experience and Specialist Knowledge for the role

Essential

- At least 5 years' experience in data systems, analytics, or digital roles, with demonstrable responsibility for operational delivery.
- Proven experience managing multiple and complex operational workloads.
- Strong working knowledge of information governance, data protection, and information security.
- Excellent understanding of generative AI tools and how they can be applied to assist charities and other organisations in delivering their work.
- Experience and skills in gathering user requirements and designing systems to meet their needs
- Ability to provide clear, pragmatic advice to senior stakeholders and translate strategy into delivery.
- Experience line-managing staff and/or leading small teams.
- Excellent project management skills and experience
- High level knowledge and experience of working with the Salesforce platform.
- Practical experience implementing or managing AI, automation and advanced analytics tools.
- Good written and verbal communication skills and ability to adapt tone and content to a variety of different audiences.
- Experience of managing budgets and budget planning.

Desirable

- Experience working in a charity, public sector, or purpose-led organisation.
- Experience of impact measurement, evaluation, or outcomes-based reporting.
- Knowledge of emerging UK and international AI regulation and ethical frameworks.
- Salesforce professional certifications
- Project management certifications
- Detailed technical knowledge of at least one of: data science, machine learning, predictive analytics, data visualisation and generative AI
- Relevant professional qualifications or postgraduate study in data science, computer science, or a related field.

General requirements for roles at Homeless Link

Essential

- 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

<p>Personal Contribution</p> <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>Working with Others</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>Organisational Contribution</p> <p>Resource and Project Management: Achieving results through efficient and effective management of projects and resources.</p> <p>Entrepreneurial and Innovative Thinking: Generating and developing imaginative and innovative solutions and opportunities.</p>
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Role or Grade specific competencies

<p>Expert/Technical Knowledge: Demonstrating best use of required knowledge in specified field ensuring continuous learning and development.</p>	<p>People Management & Development: Actively leading and creating an environment to enable individuals to achieve their maximum potential.</p> <p>Strategic Leadership: Developing and articulating the future direction.</p>	<p>Business & Commercial Acumen: Demonstrates understanding of the commercial environment, identifying and developing business opportunities.</p>
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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.

3. Employee Benefits

Salary Scales for Head of Data Systems and AI

£66,955 - £73,993

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

[Follow this link for further information about working for Homeless Link.](#)

4. How to apply

Sending in your application

Please provide your CV with a covering letter explaining how you meet the requirements for the role in the person specification and email to:

recruitment@homelesslink.org.uk.

We would also appreciate it if you would complete our online [EDI monitoring form](#), the information provided is not shared with the panel, but does really help us monitor the effectiveness of our selection procedures in relation to our EDI strategy

The closing date is 10am, Monday 30th March 2026. Applications received after the published closing date will not be considered.

We plan to hold interviews on Tuesday 14th April 2026, in-person in our London Head Office.

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.