

<b>Title:</b>	Head of Salesforce Consultancy
<b>Contract type:</b>	Permanent
<b>Location:</b>	Hybrid (London Head Office 2 days/week) or Remote
<b>Starting Salary:</b>	£66,955 ( <i>pay award pending</i> )
<b>Closing Date:</b>	10.00am Tuesday 7 <sup>th</sup> April 2026
<b>Interview Date:</b>	Monday 20 <sup>th</sup> & Tuesday 21 <sup>st</sup> 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 Salesforce Consultancy is a new role within Homeless Link that represents an investment in how we support local authorities and charities with their use of Salesforce. They will lead our Real Systems Salesforce consultancy practice and manage a small team of Salesforce technical consultants. They will also develop our consultancy offer to customers of our In-Form homelessness case management software application.

This exciting new role is a chance to help the homelessness sector make the most effective use of Salesforce 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 Salesforce Consultancy leads the strategy, growth, and delivery of the organisation's Salesforce consultancy practice.
- This executive role combines commercial ownership, delivery oversight, and team leadership to scale a high-performing consulting function and drive profitable revenue growth.
- The role combines operational leadership, commercial accountability, and strategic development of consultancy within a Salesforce-based SaaS environment.
- The postholder will line-manage a small team of technical staff who will work directly with customers.

### Accountability

The Head of Salesforce Consultancy reports to the Director of In-Form.

### Location

We are flexible about the location of this post.

Hybrid staff are required to attend the office for a minimum of 2 days a week.

Remote staff can work from home full time.

However, regular travel may be required across the UK, including frequent attendance at Homeless Link's offices in central London.

### MAIN RESPONSIBILITIES

#### Consultancy Strategy

- Define and implement a consultancy strategy aligned with the organisation's growth objectives
- Build and scale the Real Systems Salesforce Consultancy practice
- Identify new market and service offerings

#### Delivery & Technical Oversight

- Ensure high-quality, scalable, and secure implementations of Salesforce systems.
- Govern architecture standards and best practices.
- Manage a portfolio of new and existing customer projects.
- Mitigate delivery risks and ensure projects are delivered on time and within budget.

- Identify and mitigate at-risk accounts
- Deliver structured renewal forecasting and pipeline visibility

## **Team Leadership**

- Lead, develop and retain consultants in the Salesforce Consultancy Team (In-Form & Real Systems Consultants)
- Foster a culture of innovation, collaboration, and accountability.
- Set performance targets aligned to retention & expansion
- Establish KPIs and reporting dashboards

## **Client Engagement & Advisory**

- Act as a trusted advisor to stakeholders
- Lead executive workshops and strategic roadmap sessions.
- Translate business requirements into scalable Salesforce solutions
- Drive customer satisfaction and long-term partnerships.

## **Partnership & Ecosystem Management**

- Manage strategic partnership with external key stakeholders e.g. Salesforce, 3<sup>rd</sup> party app vendors, customers
- Manage partnerships with internal teams: Delivery, Product, internal Homeless Link teams
- Stay current with Salesforce product roadmap and innovations (e.g., AI, automation, analytics)
- Stay current with In-Form product roadmap and innovations (e.g., AI, automation, analytics)

## **Commercial Growth and Expansion**

- Drive revenue growth through new business development.
- Identify growth opportunities within existing accounts (In-Form/ Real systems)
- Identify upsell and cross-sell opportunities
- Support pricing, packaging, and contract strategy from a consultancy perspective

## **Customer Risk and Escalation Management**

- Own high-risk and escalated accounts
- Ensure structured resolution processes
- Maintain executive-level relationships for strategic customers

## Reporting and Governance

Report regularly on:

- Consulting Revenue
- Revenue vs. Target
- Margin trend
- Utilization trend
- Delivery risk/ status
- Pipeline coverage
- Hiring vs. demand

## 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

- Experience delivering Salesforce solutions
- Experience in a senior or leadership role within a Salesforce consultancy or partner organisation
- Proven experience leading & developing a technical team
- Able to conduct meetings with staff at all levels from frontline staff to senior charity leaders and partners in other sectors
- Experience managing enterprise-scale implementations
- Experience leading and developing a customer-facing team
- Track record of owning revenue targets, and commercial performance
- Experience of managing budgets and budget planning.

#### Desirable

- Experience of working in a charity, public sector, or purpose-led organisation.
- Experience scaling consultancy in a growing SaaS market
- Familiarity with the Salesforce platform and ecosystem
- Knowledge of AppExchange product strategy
- Familiarity with industry-specific Salesforce clouds
- Awareness of emerging Salesforce innovations (AI, automation, analytics)

### 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><b>Personal Contribution</b></p> <p><b>Personal Effectiveness:</b> Demonstrating effective working practices, striving to deliver high performance</p> <p><b>Effective Communication:</b> Demonstrates ability to communicate concisely, accurately and persuasively verbally and in writing with a range of audiences</p>	<p><b>Working with Others</b></p> <p><b>Teamwork:</b> Working cooperatively, building and nurturing strong relationships within and outside the organisation.</p> <p><b>Stakeholder Focus:</b> Identifying, understanding and striving to exceed the needs of all stakeholders.</p>	<p><b>Organisational Contribution</b></p> <p><b>Resource and Project Management:</b> Achieving results through efficient and effective management of projects and resources.</p> <p><b>Entrepreneurial and Innovative Thinking:</b> Generating and developing imaginative and innovative solutions and opportunities.</p>
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### Role or Grade specific competencies

<p><b>Expert/Technical Knowledge:</b> Demonstrating best use of required knowledge in specified field ensuring continuous learning and development.</p>	<p><b>People Management &amp; Development:</b> Actively leading and creating an environment to enable individuals to achieve their maximum potential.</p> <p><b>Strategic Leadership:</b> Developing and articulating the future direction.</p>	<p><b>Business &amp; Commercial Acumen:</b> 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 Salesforce Consultancy

Hybrid: £66,955 - £74,445

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](mailto: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, Tuesday 7th April 2026. Applications received after the published closing date will not be considered.

We plan to hold interviews on Monday 20<sup>th</sup> and Tuesday 21st April 2026, in-person in our London Head Office.

For any queries about the post, please email [recruitment@homelesslink.org.uk](mailto: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.