Title:	In-Form Product Manager
Contract type:	Full Time / Permanent
Location:	Flexible to be agreed
	Hybrid (2 days per week in the London Office) or Remote
Starting Salary:	Remote: £53,945 per annum
	Hybrid: £58,380 per annum
	(Pay Review Pending April 26)
Closing Date:	10 am on Tuesday 31st March 2026
Interviews:	We plan to hold interviews between 7th-9th April 2026, but early applicants may be invited before these dates if they are available

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.

This is a new role in the In-Form Product Team which will be responsible for shaping and owning the product strategy for In-Form. The postholder will define and maintain the vision for the In-Form product portfolio and ensure that the strategy, propositions and pricing decisions support Homeless Links charitable objectives and deliver positive outcomes for people experiencing homelessness. The successful candidate will have proven product management knowledge from a SaaS or commercial software product, strong understanding of SaaS product economics, a track record of turning market and customer insight into measurable commercial outcomes and strong stakeholder management experience. Full details are shown in the attached Job Description and Person specification.

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.

Olivia Cannon
Head of Product

1. Job Profile

Role Description

PURPOSE

- In-Form is Homeless Link's client recording system and is an application built on the Salesforce platform. It supports homelessness and housing services across the country to record, manage and report on the work they do with people experiencing homelessness.
- The In-Form Product Manager will be responsible for shaping and owning the product strategy for In-Form, grounded in a deep understanding of the market, customers, users and the wider charity and housing landscape.
- The role will lead on market, customer and competitive insight, product positioning, business cases, pricing, roadmaps and go-to-market planning,
- The Product Manager is accountable for product outcomes and for the overall success of the In-Form product portfolio.
- The Product Manager is also accountable for defining how success is measured and monitored over time.

ACCOUNTABILITY

The Product Manager will be a member of the In-Form Product Team and will report to the Head of Product.

LOCATION

Either based in the Homeless Link office in London for a minimum of 2 days a week or 100% remote working (with visits to the London office three or four times a year).

RESPONSIBILITIES

1. **Product strategy & vision**
   - Define and maintain the vision, value propositions and multi-year strategy for the In-Form product portfolio;
   - Ensure individual product roadmaps and releases are aligned to strategic goals and organisational priorities.
   - Ensure product strategy, propositions and pricing decisions support Homeless Link's charitable objectives and deliver positive outcomes for people experiencing homelessness, while maintaining organisational sustainability.

2. **Customer research, market & competitive insight**
   - Lead market research and competitor benchmarking;

- Track market drivers (e.g. technology, legislation, sector change) and translate into opportunity areas for product development.
- Drive customer & prospect research;
- Define target segments, buyer/user profiles and prioritised use cases.

3. **Business and commercial**
   - Build business cases and financial models (e.g. revenue, costs, pricing, bundles, discounts) to secure investment.
   - Develop product propositions and launch plans;
   - Coordinate with Sales and Marketing to prepare go-to-market activities.
   - Recommend where to invest (and not invest) across the product portfolio, making transparent trade-offs between impact, risk, cost and opportunity.

4. **Roadmaps & prioritisation**
   - Own and maintain internal and external roadmaps, prioritising outcomes that deliver customer value and commercial viability within agreed usability and technical constraints.

5. **Product lifecycle management**
   - Define and embed lifecycle processes across the product portfolio, covering ideation, research and validation, proposition development, progression to delivery and launch
   - Review and plan retirement of products or features that no longer deliver value.

6. **Product performance & analytics**
   - define and oversee KPIs, and product analytics to measure them;
   - interpret usage and commercial data to recommend actions.

7. **Stakeholder and cross-functional collaboration**
   - Present product strategy and updates to leadership, sales, partners and external audiences.
   - Act as a product ambassador work closely with Product Owner, UX Designer, Technical Architect, Release Manager, Sales, Support, Delivery and Marketing to ensure commercial and operational readiness.
   - Ensure teams across the organisation have a shared understanding of product strategy, target customers, value propositions and priorities

8. **Governance and Information Security**
   - Maintain product artefacts (business cases, pricing docs, roadmaps, competitor dossiers, stakeholder briefs) and ensure decisions are recorded and communicated.

- Work with technical and organisational stakeholders to ensure product strategy and roadmap
  security, accessibility and regulatory requirements.

GENERAL
- Roles and objectives in Homeless Link may change. All members of staff are expected to be pre
  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
- To take part in Homeless Link training, events, and seminars as appropriate.
- 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 AND SPECIALIST KNOWLEDGE FOR THE ROLE
Essential
- Proven product management knowledge from a SaaS or commercial software product.
- Strong understanding of SaaS product economics, pricing models and commercial forecasting.
- Familiarity with market research methods, customer research techniques and product analytics.
- Good knowledge of product lifecycle, road-mapping and go-to-market planning.

Desirable
- Formal product qualifications (e.g. Pragmatic Institute, AIPMM, CPO programmes) or relevant industry certificates.
- Salesforce certifications or Salesforce partner / ISV training.
- Deep knowledge of the Salesforce ecosystem (Salesforce platform, ISV / OEM packaging / licensing, AppExchange).
- Knowledge of homelessness and / or supported housing sectors

EXPERIENCE AND TRACK RECORD
Essential
- 3+ years (or equivalent) as a Product Manager working on a commercial software product, with demonstrable ownership of strategy, roadmap and business cases.
- Track record of turning market and customer insight into propositions and measurable commercial outcomes.
- Experience working cross-functionally with UX, engineering, sales and marketing to deliver and launch product improvements.
- Strong stakeholder management: presenting to senior leaders, influencing without direct authority and coordinating multiple teams.

Desirable
- Experience working in or with charities, housing or homelessness services (sector knowledge and networks).
- Prior experience with Salesforce ISV/OEM product development or within a Salesforce-centric organisation.
- Experience of B2B sales motions, partner/channel strategies or working with external partners and integrators.

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

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

Role or Grade specific competencies

Expert/Technical Knowledge: Demonstrating best use of required knowledge in specified field ensuring continuous learning and development.	Strategic Leadership: Developing and articulating the future direction.	Business & Commercial Acumen: Demonstrates understanding of the commercial environment, identifying and developing business opportunities.

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 SCALE (Pay Review Pending – April 26)

Remote working: £53,945 - £59,620pa

Hybrid working (2 days in London Head Office):   £58,380 - £64,618 pa

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

Follow this link for further information on working for Homeless Link.

3.   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 10.00 am on 31st March 2026. Applications received after the published closing date will not be considered.

We plan to hold interviews on between 7th & 9th April, but may call candidates earlier if available

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.