

Title:	Senior Communications Manager (Workforce)
Contract type:	Permanent Part-time 17.5 hours per week (0.5 fte)
Location:	To be agreed Hybrid or Remote based
Salary Scale:	£49,427.00 or £44,992.00 depending on location (FTE) £24,714.00 or £22,496.00 for 17.5 hours per week
Closing Date:	9.00am, on Monday 11 th May 2026
Interview Date:	Tuesday 19 th May 2026 In-person at our Head Office in London

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 homelessness services. We work to improve services through research, guidance and learning, and campaign for policy change that will ensure everyone has a place to call home and the support they need to keep it. Our social enterprise supports the homelessness sector through specialised software, engaging training, expert consultancy, and impactful events that also helps to fund our wider work to end homelessness for good.

The communications and engagement team provide a vital function in supporting the organisation to share information, knowledge and experience with our members (and the rest of the sector) and to market the products from our social enterprises. Our overall work is often about taking the great content generated by others in the organisation and helping them to use it optimally to leverage the greatest impact.

This role will lead the communication work for our National Workforce Programme. Specifically they will lead a marketing campaign to recruit high quality staff to the homelessness sector and retain the great staff who already work there. They will supervise the work of the communications officer who is dedicated to this campaign and the wider workforce project.

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.

I look forward to receiving your application.

Rob Cartridge
Head of Communications & Engagement

2. Job Profile

Role Description

PURPOSE

Our communications and engagement team provide a vital function in supporting the organisation to share information, knowledge and experience with our members (and the rest of the sector) and to market the products from our social enterprises. Our overall work is often about taking the great content generated by others in the organisation and helping them to use it optimally to leverage the greatest impact.

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ACCOUNTABILITY

The post holder is a member of the Communications and Engagement Team and will report to the Head of Communications and Engagement.

LOCATION

The post can be office or home based but will be required to attend meetings in London each month.

RESPONSIBILITIES

Workforce Recruitment

- Lead a national campaign to recruit staff to the homelessness workforce and retain existing staff.
- Lead research to understand audiences of potential employees in adjacent sectors, craft messages and strategies that will attract them.
- Gather and create innovative case studies of existing employees to share with potential employees.
- Manage an extensive social media marketing campaign on Linked In and other channels to reach potential employees.
- Manage further dissemination of key messages making use of traditional media, e-newsletters and other channels.
- Manage and allocate advertising budget.

Workforce programme

- Supervise and guide the work of the communications officer to:-

- Support the research team in their work to gather information about the workforce and disseminate their outputs to the best audiences
- Support the uptake of the new skills framework for homelessness
- Promote the Homeless England database as the leading source of information about England's homelessness services
- Generally promote the programme through media, website, email and social media

Sales and marketing

- In all of the above seek out and capture opportunities to market and cross sell Homeless Link's social enterprise products

General Communications

- As a senior member of the communications team contribute to the strategic development of Homeless Link's communications
- Support and update our website. Contribute content and stories to the website, emails and campaigns
- Bring wider learning about social media impact into the communications team and be a best practice leader in this area.
- Support staff across Homeless Link to capture and share stories.
- Work with the media to promote the messages of the workforce programme and provide media cover to the Senior Comms Manager.

General

- Contribute to the overall work of the Communications and Engagement team, bringing ideas and innovation to our approaches
- Support colleagues across Homeless Link to become great communicators and ensure their outputs bring about a maximised impact
- 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 AND SPECIALIST KNOWLEDGE FOR THE ROLE

Essential

- 5 years experience of communication and/or marketing
- Experience of creating and implementing a marketing and/or communications strategy with clear deliverables
- Excellent communication and presentation skills
- Strong strategic and analytical skills
- Experience of using a range of social media in a professional capacity
- Experience of working with paid social media advertising
- Experience of story telling at a high level
- Experience of audience research, understanding and identification.
- Demonstrable creativity

Desirable

- Knowledge of homelessness and/or supported housing or the wider voluntary sector
- Knowledge of web site content management systems
- Knowledge of email platforms
- Experience of using data insights reporting
- Experience of video production

GENERAL REQUIREMENTS FOR ROLES AT HOMELESS LINK

Essential

- Willingness and ability to travel within England
- Willingness and ability on occasion 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 and needs 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>	
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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 Senior Communications Manager

Hybrid working £49,427.00 - £55,665.00 per annum

Remote working £44,992.00 – £50,667.00

(Pay Review Pending – April 26)

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

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

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 9.00am Monday, 11th May 2026. Applications received after the published closing date will not be considered.

We plan to hold interviews on Tuesday 19th May 2026, In-person at 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.