



Title: In-Form Senior Consultant
Contract type: Permanent
Location: Location Flexible, to be agreed
Starting Salary: £60,423 pa – Hybrid(2 days per week in London Head Office)
£56,145.00 pa – Remote
Closing Date: 10.00 am on Thursday 14th May 2026
Interview Date: To be confirmed

1. Introduction

Thank you for your interest in this post.

In-Form is the UK's leading client relationship and service management solution. Developed by Homeless Link on the Salesforce platform, In-Form gives our customers access to the information they need to support the people they work with. Currently we have over 300 customers, each with their own bespoke In-Form system. Many of these are in the housing and homelessness sector in England, but an increasing number are in other sectors across the UK. Find out more on our website www.in-form.org.uk.

The In-Form Team currently has around 45 members of staff across our core business areas of Business Development, Product, Support, Delivery and Real Systems our Salesforce Consultancy Team. We are now seeking an additional Senior Consultant to focus on consultancy work for existing In-Form customers and other organisations. The successful candidate will be a Salesforce Certified Administrator and a Salesforce Certified Consultant in Salesforce Clouds, They will have strong business and system analysis skills, at least 3 years' experience of administering and designing Salesforce CRM systems, substantial project management experience and excellent written and verbal communication skills. This pack will give you some more information about Homeless Link and the role. Please feel free to contact us if anything is not clear or you have further questions.

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.

Nick Leary
In-Form Assistant Director

1. Job Profile

Role Description

JOB PURPOSE

- In-Form is Homeless Link's client recording system and is an application built on the Salesforce platform.
- The Senior Consultant will focus on consultancy work for the existing In-Form customer base and other charities.
- Real Systems is Homeless Link's Salesforce Consultancy team providing Salesforce consultancy services to a number of other charities and local authorities.
- The Senior Consultant will deliver Salesforce Consultancy including the various Salesforce Clouds e.g. Experience Cloud and Salesforce integrations with other software to the customer base & support internal projects.
- The Senior Consultant will work closely with all members of the In-Form & Real Systems teams and at times will also work with other departments across the charity.
- The Senior Consultant will focus on providing high quality Salesforce consultancy projects to In-Form customers, Real Systems projects and internal Salesforce projects.

ACCOUNTABILITY

The Senior Consultant will report to the Head of In-Form Consultancy.

LOCATION

We are flexible about the location of this post. Travel may be required across the UK and occasionally overseas for customer facing roles, including attendance at Homeless Link's offices in central London.

MAIN RESPONSIBILITIES

- To scope projects and assist with other pre-sales activities, including demonstrations to potential customers and producing quotes and estimates
- To work with customers to gather requirements, analyse business processes and facilitate customer workshops and planning meetings
- To plan, manage and deliver system projects
- To produce system documentation, including specification documents for developers
- To provide technical support and assistance to users, ensuring that Homeless Link's service agreement support targets are achieved.
- To provide training; both to users and to internal team members.
- To keep up to date on new Salesforce releases and developments.
- To produce Salesforce release notes and briefings for the In-Form team and clients.
- To collate feedback from users to improve the In-Form product.
- To complete research regarding new functionality, specifications and/or upgrades of the In-Form product.
- To manage and support other projects as required.

- To take part in team meetings, advisory groups, user group meetings, Homeless Link staff days and other internal and external meetings as required.

MANAGEMENT

- To support, develop and potentially line manage Consultants and Associates, in line with organisational policies and procedures.
- To ensure that technical staff operate at a level of competence specified to their post.
- To coach, support and develop staff to enhance their level of competence and take effective steps to deal with underperformance.
- To work with other managers to achieve Homeless Link's objectives and to ensure that the work of In-Form supports, and is co-ordinated with, other teams across Homeless Link

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 AND SPECIALIST KNOWLEDGE FOR THE ROLE

Essential

- In-depth knowledge of Salesforce system administration and product range
- Strong business and system analysis skill set
- High level skills and experience in the delivery of IT systems, including:
 - Writing requirements and specification documents
 - Commissioning and working with developers
 - Managing user acceptance testing
 - Managing issue logs
- Salesforce Certified Administrator
- Salesforce Certified Consultant in Salesforce Clouds
e.g.Experience, Service Integration etc

Desirable

- Website design and development
- Delivery of training in IT systems for non-technical staff
- Writing training courses and manuals
- Knowledge of the In-Form application
- Project Management qualification

EXPERIENCE AND TRACK RECORD

Essential

- At least three years administering and designing Salesforce CRM systems
- Substantial project management experience, including working with senior managers
- Experience of business analysis in the voluntary or public sector including running workshops for staff at all levels to identify business requirements
- Skills, experience, and success in promoting, demonstrating and selling IT systems
- Excellent written and verbal communication skills, including the ability to articulate IT solutions to groups, present sales demonstrations, facilitate workshops, deliver training etc.

Desirable

- Work in the homelessness and housing sector
- Website design and development
- Providing support on computer systems to non-technical users

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>
<p>Role or Grade specific competencies</p>		
<p>Expert/Technical Knowledge: Demonstrating best use of required knowledge in specified field ensuring continuous learning and development.</p>		<p>Business & Commercial Acumen: Demonstrates understanding of the commercial environment, identifying and developing business 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

Starting Salary for In-Form Senior Consultant

£60,423 pa – Head Office based Hybrid Working min 2 days per week in Office

£56,145.00 pa – Home based

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

[Follow this link to our website for more information about working at 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 10.00am on Thursday 14th May 2026. Applications received after the published closing date will not be considered.

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.