



<b>Title:</b>	In-Form Release Manager
<b>Contract type:</b>	Full Time/Permanent
<b>Location:</b>	Home or Hybrid based To be agreed Hybrid -min 2 days/week in Head office Home workers may require attendance at the London head office 3 or 4 times a year.
<b>Starting Salary:</b>	£56,145.00 per annum Remote working Home based £60,423.00 per annum Hybrid
<b>Closing Date:</b>	7.00am Monday 18 <sup>th</sup> May 2026
<b>Interview Date:</b>	To be confirmed

## 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 In-Form Release Manager report to the Head of Product and is responsible for coordinating and running the release process for the In-Form product, ensuring that new features, improvements and fixes are delivered to customers in a structured, reliable and well-communicated way.

Working in a commercial SaaS product environment, the role works closely with cross-functional teams including Product Management, Engineering, Customer Success, Support, Marketing and Training to plan releases, coordinate customer upgrades and ensure organisational readiness for product changes. The role is responsible for managing the processes and activities that prepare both internal teams and customers for new product functionality.

The In-Form Release Manager also leads the creation and maintenance of key product knowledge and release documentation, supports internal enablement around new features and helps ensure that the product organisation operates in a way that is professional, predictable and responsive to customer needs.

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

### Main Responsibilities

- **Release planning and coordination:** Work with the Head of Product, Product Manager, Product Owner, Technical Architect and Engineering Lead to plan and coordinate product releases, maintain the release calendar and ensure alignment between development delivery, internal readiness activities and customer communications.
- **Release governance and readiness:** Own and run the release readiness process across the organisation, coordinating readiness activities with product, engineering and customer-facing teams, ensuring all required release artefacts are prepared and facilitating Go / No-Go release decisions prior to customer upgrades.
- **Release artefacts and documentation:** Own the creation and maintenance of key release artefacts including release notes, documentation updates, knowledge articles and other materials required to support successful product releases.
- **Customer upgrade strategy:** Plan and manage phased customer upgrade strategies, coordinating upgrades across multiple customer environments in collaboration with the development team and ensuring releases are introduced safely and effectively.
- **Customer upgrade coordination:** Coordinate communications and upgrade activity with customers, including providing additional support and communication for larger or strategically important customers where required.
- **Version adoption management:** Monitor adoption of new package versions, actively manage version sprawl and work with customer-facing teams to identify and support customers who may require additional assistance before, during or after upgrades.
- **Product communication and marketing support:** Work with the Marketing team to produce the first draft of feature and release descriptions for use in product communications including newsletters, blogs and other materials, ensuring messaging is clear and accurate.
- **Internal product enablement:** Deliver internal learning sessions and knowledge transfers to support teams across the organisation, helping them understand new features, product changes and upcoming releases.
- **Knowledge management:** Act as the knowledge lead for In-Form, maintaining the product knowledge base and ensuring product knowledge is accurate, accessible and kept up to date. This includes creating knowledge articles and product documentation, reviewing knowledge contributed by other team members and ensuring consistent standards across the knowledge base.
- **Product environment coordination:** Coordinate the readiness and alignment of internal product environments, including demo orgs, trial orgs and Trialforce environments, ensuring they are kept up to date with product releases to support sales, implementation, training and product activities.

- **Internal product support and collaboration:** Participate in product swarms where appropriate, helping Support and Implementation teams resolve complex product queries and ensuring insights from customer interactions are shared with the product team.
- **Post-release monitoring and feedback:** Monitor releases and upgrades in customer environments, working with Support and Customer Success teams to identify issues early, capture feedback and ensure insights from real customer environments inform future releases.
- **Continuous improvement:** Continuously improve release management and organisational readiness processes, identifying opportunities to strengthen communication, documentation and coordination across cross-functional product teams.

### **General Responsibilities**

- Support other projects as required
- Plan own time to workplan and deadlines agreed with line manager.
- Take part in team meetings, In-Form user group meetings, Homeless Link staff days and other internal and external meetings as required.
- Roles and objectives in Homeless Link may change. All members of staff are expected to be prepared to work flexibly in response to changing organisational 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

# Person Specification

## Qualifications and specialist knowledge for the role

### Essential

- Strong understanding of how software products are released and maintained in a commercial SaaS or product-led software environment.
- Knowledge of release management processes including release planning, release readiness, release documentation and coordination of customer upgrades.
- Understanding of the importance of organisational readiness when introducing new features or product changes.
- Knowledge of how internal product knowledge and documentation supports support, implementation and customer-facing teams.
- Understanding of how cross-functional product teams operate, including collaboration between Product Management, Engineering, Customer Success, Support and Marketing.

### Desirable

- Knowledge of the Salesforce platform and how applications are delivered within the Salesforce ecosystem.
- Understanding of Salesforce managed packages, customer org upgrades or push upgrade processes.
- Familiarity with knowledge management practices or maintaining internal knowledge bases for product teams.
- Relevant qualification or training in project management, product management or agile delivery (e.g. Agile, Scrum, PRINCE2 or similar).
- Knowledge of homelessness and / or supported housing sectors

## Experience and Track Record

### Essential

- Experience coordinating software releases or product updates in a commercial SaaS or product environment.
- Experience working with cross-functional product teams, including product managers, engineers and customer-facing teams.
- Experience coordinating activities required to prepare organisations and customers for product releases, including communications, documentation and internal enablement.
- Experience managing or supporting product releases across multiple customer environments, including coordinating upgrades or rollouts.
- Demonstrated ability to produce clear documentation and communications about software products, such as release notes, product guidance or internal knowledge resources.
- Experience organising and coordinating work across multiple teams, ensuring activities are delivered in a structured and timely way.

### **Desirable**

- Experience working on a commercial product delivered on the Salesforce platform, such as within a Salesforce ISV or product team.
- Experience coordinating customer upgrades or release rollouts where customers may be on different product versions.
- Experience maintaining or managing product knowledge resources such as knowledge bases, product documentation or technical reference materials.
- Experience delivering internal briefings, training sessions or knowledge-sharing activities to help teams understand product updates.

## **General requirements for roles at Homeless Link**

### **Essential**

- 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>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.

## 2. Employee Benefits

Salary Scales for Release Manager

Starting Salary:

Home Based: £56,145.00

Hybrid: £60,423.00

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](#)

## 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](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 7.00am on Monday 18<sup>th</sup> 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](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.