

Title:	In-Form Consultant & Lead Consultant
Contract type:	Permanent
Location:	Location flexible to be agreed
Starting Salary :	£40,357.00 pa – Hybrid (Head Office 2 days per week)
In-Form Consultant	£36,078.00 pa – Home based
Starting Salary :	£49,230.00 pa – Hybrid (Head Office 2 days per week)
In-Form Lead Consultant	£44,952.00 pa – Home based
Closing Date:	12.00 noon 31 st July 2026
Interview Dates:	To be confirmed

1. Introduction

Thank you for your interest in these roles at Homeless Link. This pack will give you some more information about the roles available 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 agencies and the wider housing with health, care and support sector in England. With over 750 members, we work to improve services and campaign for policy change that will help end homelessness and ensure that everyone has a place to call home and the support they need to keep it.

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 46 members of staff across our core business areas of Business Development, Product, Support, Delivery, Customer Success and our Salesforce Consultancy. The broad range of work and customer organisations, combined with working in a team of Salesforce professionals, means that we can offer you excellent opportunities for expanding and consolidating your Salesforce knowledge and skills in order to develop your career.

We currently have opportunities for an In-Form Consultant and a Lead Consultant.

The In-Form Consultant will have Salesforce ADM201 certification and at least 1 years' experience of administering & designing Salesforce CRM systems. They will provide T1 &

T2 technical support to customers and assist on building new In-Form systems and supporting other technical projects.

Our In-Form Lead Consultants need to have Salesforce ADM201 certification plus one other Salesforce certification, and at least one years' experience of administering & designing Salesforce CRM systems. They will work with customers to analyse their information needs and design and configure new In-Form systems as well as providing T2 technical support to existing customers.

Full details of both roles are outlined in the following pages.

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 we look forward to receiving your application.

Shiv Kumar
Head of Support

Alisa Ardini
Head of Delivery

1. Job Profiles:

In-Form Consultant

Role Description

PURPOSE

In-Form is Homeless Link's client recording system and is based on Salesforce.com CRM. The In-Form Consultant will provide technical support for existing customers. In addition they will have responsibility for specific designated areas of work as agreed from time to time with their line manager.

ACCOUNTABILITY

The In-Form Consultant will be part of the In-Form team that is made-up of In-Business Development, Product, Support and Delivery Teams. The In-Form Consultant will work closely with all members of the In-Form team and at times will work with other departments across the organisation.

RESPONSIBILITIES

- Provide T1/T2 technical support and assistance to In-Form users, to meet Homeless Link's service level agreement - support targets.
- Project manage (leading or supporting) a range of technical projects: implementations of new In-Form systems, and bespoke customer projects.
- Maintain knowledge of Salesforce, particularly new releases and their potential impact for In-Form users.
- Assist in the day to day running of the In-Form client recording system
- Take lead on designated areas of responsibility as agreed with your line manager.
- Support other internal projects as required.
- Plan own time and deadlines as 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.

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 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 : In-Form Consultant

QUALIFICATIONS AND SPECIALIST KNOWLEDGE FOR THE ROLE

Essential

- Salesforce ADM201 certification
- Salesforce system administration knowledge including but not limited to; object configuration, user management, reports & dashboards, formulas, process builder
- Using MS Office applications to a high level including excellent Excel skills
- Attention to detail and accuracy
- Ability to plan and prioritise work while in a busy environment
- Good written and verbal communication skills
- Good organisational skills and ability to deliver pieces of work to deadlines
- Excellent problem-solving skills
- Ability to work well as part of a team and independently
- Ability to listen to and respond to other people's needs

EXPERIENCE AND TRACK RECORD

Essential

- At least one year administering and designing Salesforce CRM systems.
- Managing databases.
- Work or volunteering within an office environment, or other experience where you have interacted with different customers
- Analysing customer information needs and business requirements
- Providing support on computer systems to non-technical users
- Training technical & non-technical staff in Salesforce or other applications

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 – Consultant

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.

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.

In-Form Lead Consultant

Role Description

PURPOSE

In-Form is Homeless Link's client recording system and is based on Salesforce.com CRM. The In-Form Lead Consultant will build new In-Form systems for homelessness, housing and other organisations, provide technical support for existing customers and train users, In addition they will take lead responsibility for specific designated areas of work as agreed from time to time with the In-Form Director.

ACCOUNTABILITY

The In-Form Lead Consultant will be part of the In-Form team that is made-up of the Business Development, Product and two Technical teams focusing on Support or Delivery. The In-Form Lead Consultant will work closely with all members of the In-Form team and at times and will work with other departments across the organisation

RESPONSIBILITIES

Work with external agencies to analyse their information needs, business processes, and design and configure new In-Form systems for them.

- Provide T2 technical support and assistance to In-Form users, to meet Homeless Link's service level agreement - support targets.
- Take lead responsibility on designated areas of responsibility as agreed.
- Promote and demonstrate the In-Form system to potential clients.
- Provide training to the In-Form team and In-Form customers
- Maintain knowledge of Salesforce, particularly new releases and their potential impact for In-Form users.
- Assist in the day to day running of the In-Form client recording system
- Support other projects as required.
- Plan own time to work-plan 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.

GENERAL

Roles and objectives in Homeless Link may change. All members of staff are expected 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: Lead Consultant

QUALIFICATIONS AND SPECIALIST KNOWLEDGE FOR THE ROLE

Essential

- Salesforce ADM201 certification and one additional Salesforce certification
- Good database skills including report building.
- Using MS Office applications to a high level including excellent Excel skills.
- Attention to detail and accuracy.
- Ability to plan and prioritise work while in a busy environment
- Good written and verbal communication skills
- Good organisational skills and ability to deliver pieces of work to deadlines
- Excellent problem-solving skills
- Ability to work well as part of a team and independently
- Ability to listen to and respond to customer needs

EXPERIENCE AND TRACK RECORD

Essential

- At least one year administering and designing Salesforce CRM systems.
- Managing databases.
- Work or volunteering within an office environment, or other experience where you have interacted with different customers
- Analysing customer information needs and business requirements
- Providing support on computer systems to non-technical users
- Training technical & non-technical staff in Salesforce or other applications

GENERAL REQUIREMENTS FOR ROLES AT HOMELESS LINK

Essential

- Willingness and ability to work outside normal office hours and occasional travel within the UK
- 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: Lead Consultant

Summary of Core Competencies

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

Starting Salary for In-Form Consultants

£40,357.00 pa	Head Office based, Hybrid working Min 2 days in office
£36,078.00 pa	Home based

Starting Salary for In-Form Lead Consultants

£49,230.00 pa	Head Office based, Hybrid working Min 2 days in office
£44,952.00 pa	Home based

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

[Follow this link 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 12 noon on Friday 31st July 2026. Applications received after the published closing date will not be considered.

The selection process will include a work-based task

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.