

Title:	Communications Officer
Contract type:	Permanent
Location:	Flexible Hybrid (Head Office min 2 days per week) or Remote
Starting Salary:	Hybrid £38,040 per annum, Remote £33,762 per annum
Closing Date:	9.00am Monday 10 th August 2026
Interview Date:	Tuesday 18 August 2026, In-person at our London Head Office

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.

Our small but effective Communications and Engagement team work across the organisation supporting teams to market their products and increase the impact of their work. Whether it is getting information to the member organisations about how to run a good day service, to Ministers on how homelessness services should be funded or to frontline workers advertising our training and conference, we support Homeless Link's 110 staff to be as effective as possible. Our main platforms are mass email, website and linked in. We also make some use of video and podcasts. We are ambitious to expand our capacity, to try new communication methods but also to become more focussed and strategic in our approaches. Our aim is always to get the right information to the right people in the right format at the right time.

We are now recruiting for a full time Communication Officer to work with our existing team across all channels to communicate with members and homelessness professionals, helping them to do their jobs more effectively, and marketing our products.

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.

Rob Cartridge
Head of Communications & Engagement

1. Job Profile

Role Description

PURPOSE

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.

Our Communications and Engagement team provide a vital function in supporting the organisation to share information, knowledge and experience with our members and other key stakeholders such as policy makers, health professionals, academics and many more. We also 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 work across the communications and marketing function to expand our capacity to communicate across all channels, as well as bringing innovation and enthusiasm.

ACCOUNTABILITY

The post holder is a member of the Communications and Engagement Team. The Communications Officer will report to the Senior Digital Communications Manager.

LOCATION

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

RESPONSIBILITIES

General Communications

- Create and send regular mass emails as required, using the dot digital platform
- Upload new content regularly to the Homeless Link website
- Update, edit and amend existing content on the Homeless Link website to improve its accessibility and findability
- Post regularly on Homeless Link social media channels, answer questions and comments on the social media channels and engage in relevant conversations.
- Create content for digital channels that is inclusive and accessible and supports Homeless Link's strategic objectives of improving policy and practice in homelessness.

- Use Google analytics and other digital tracking to build awareness across the organisation of most effective communication.

Sales and marketing

- Support the implementation of marketing plans for the National Workforce Development team training and development products, and for the National Consultancy team.
- Contribute to the development and implementation of marketing personas, based on data about our target audiences.
- Support the implementation of the membership marketing strategy

Media

- Support the Senior Communications Manager to create and distribute press releases promoting the objectives of Homeless Link.

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

- 2 years' experience of communication and/or marketing in a professional or semi-professional capacity (can be either digital, media or marketing specialist)
- Excellent communication and presentation skills
- Experience of creating and posting website content
- Strong strategic and analytical skills
- Experience of using social media in a professional capacity

Desirable

- Knowledge of homelessness and/or supported housing or the wider voluntary sector
- Experience of product marketing
- Experience of working with the media
- Knowledge of web site content management systems
- Knowledge of email platforms
- Experience of using data insights reporting
- Experience of creating video content

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

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.

2. Employee Benefits

Salary Scales for Communications Officer

Hybrid Working (2 days per week in London Head Office)

£38,040 – £42,842 per annum

Remote Working

£33,762 – £37,982 per annum

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

[Follow this link for further 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 9.00am on Monday 10th August 2026. Applications received after the published closing date will not be considered.

We plan to hold interviews on Tuesday 18th August, in-person in 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.