

Title:	In-Form Product Manager
Contract type:	Maternity Cover to Permanent
Location:	Flexible Remote or Hybrid (Min 2 days per week in London Head Office)
Starting Salary:	£44,952 pa (Remote) £49,230 (Hybrid)
Closing Date:	12 Noon Wed 12th August 2026
Interview Date:	Interviews planned for Thursday 13 th August 2026

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.

In-Form is Homeless Link's client recording system, built on the Salesforce platform. It supports homelessness and housing services across the country to record, manage and report on the work they do with people experiencing homelessness.

The In-Form Product Manager will work closely with the Lead Product Manager and Lead Product Owner to deliver against the In-Form product strategy and workplan. This includes helping to maintain and communicate the product roadmap, flagging risks, blockers or changes; supporting customer and user research activities; monitoring agreed KPIs and product analytics, flagging trends or issues; defining and embedding lifecycle processes across the product portfolio,

The successful candidate will have an understanding of product management principles and practice, and a familiarity with agile delivery, product lifecycle stages and road-mapping and at least 1-2 years experience in a Product Management role. Full details are shown in the attached Job Description and Person specification.

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

PURPOSE

In-Form is Homeless Link's client recording system, built on the Salesforce platform. It supports homelessness and housing services across the country to record, manage and report on the work they do with people experiencing homelessness.

The In-Form Product Manager will work closely with the Lead Product Manager and Lead Product Owner to deliver against the In-Form product strategy. Initially, the role will work day-to-day alongside the Lead Product Owner, with the Lead Product Manager providing light-touch oversight during a period of planned absence. When the Lead Product Manager returns, the Product Manager will work alongside both, supporting delivery across the full product portfolio.

This is an opportunity for a permanent role and a genuine opportunity to grow within a purpose-driven product team working on software that makes a real difference to people experiencing homelessness.

ACCOUNTABILITY

The Product Manager will be a member of the In-Form Product Team. For the first year, while the Lead Product Manager is on leave, they will be line managed by the Head of Product, working day-to-day alongside the Lead Product Owner and Technical Architect. On the Lead Product Manager's return, line management will transfer to the Lead Product Manager.

LOCATION

Either based in the Homeless Link office in London for a minimum of 2 days a week or 100% remote working (with visits to the London office three or four times a year).

RESPONSIBILITIES

1. Product delivery & roadmap execution

- Work alongside the Lead Product Manager on research and validation, from identifying and framing problems through to developing and testing proposed solutions, collaborating with the Technical Architect to produce high-level plans and designs

- Hand these over clearly to the Lead Product Owner, who drives delivery from ticket creation through to release, and work with the Release Manager to provide product context at launch
- Help maintain and communicate the product roadmap, flagging risks, blockers or changes to the Lead Product Manager and Lead Product Owner as appropriate

2. Customer and user research

- Support customer and user research activities, including interviews, surveys and synthesis of findings
- Help translate customer insight into clearly defined user needs, problem statements and acceptance criteria
- Track relevant market and sector developments and flag opportunities or risks as they arise

3. Stakeholder & cross-functional collaboration

- Work closely with the Lead Product Owner, UX Designer, Technical Architect, Release Manager, Sales, Support, Delivery and Marketing teams to keep work moving and ensure teams are aligned
- Communicate clearly with internal stakeholders about progress, priorities and changes
- Act as a day-to-day point of contact for product queries, escalating where appropriate

4. Product performance & reporting

- Monitor agreed KPIs and product analytics, flagging trends or issues to the Lead Product Manager and Lead Product Owner
- Help maintain product artefacts including roadmaps, decision logs and stakeholder briefs

5. Product lifecycle management

- Define and embed lifecycle processes across the product portfolio, covering ideation, research and validation, proposition development, progression to delivery and launch
- Review and plan retirement of products or features that no longer deliver value.

6. Business & commercial support

- Support the development of propositions, launch plans and go-to-market activities under the direction of the Lead Product Manager

- Contribute to business case development and help track commercial performance against agreed targets

7. Governance and Information Security

- Ensure product decisions and changes are recorded and communicated appropriately
- Flag any product strategy or roadmap decisions that may have implications for data protection, security, accessibility or regulatory requirements

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

QUALIFICATIONS AND SPECIALIST KNOWLEDGE FOR THE ROLE

Essential

- A working understanding of product management principles and practice
- Familiarity with agile delivery, product lifecycle stages and road-mapping
- Ability to gather and synthesise customer or user research

Desirable

- Formal product qualifications (e.g. Pragmatic Institute, AIPMM, CPO programmes) or relevant industry certificates.
- Salesforce platform knowledge or experience working within a Salesforce-centric organisation
- Knowledge of homelessness and / or supported housing sectors

EXPERIENCE AND TRACK RECORD

Essential

- At least 1–2 years' experience in a product management role (or closely related role such as Business Analyst or Product Owner), with demonstrable involvement in road-mapping, prioritisation or product delivery
- Experience working cross-functionally – collaborating with design, engineering, sales or marketing teams
- Strong communication skills: able to clearly document decisions, write up research findings and update stakeholders
- Comfortable working from a defined workplan while flagging risks and using good judgement where ambiguity arises

Desirable

- Experience working in or with charities, housing or homelessness services.
- At least 1–2 years' experience in a product management role (or closely related role such as Business Analyst, Product Owner or Junior PM), with demonstrable involvement in road-mapping, prioritisation or product delivery
- Experience working cross-functionally – collaborating with design, engineering, sales or marketing teams

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

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.
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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.
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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 In-Form Product Manager

£44,952 - £49,997 (Remote, home based)

£49,230 - £54,857 (Hybrid 2 days per week in the London Head office)

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.

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 Wednesday 12th August 2026. Applications received after the published closing date will not be considered.

We plan to hold interviews on Thursday 13th August 2023, online

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.