

Title:	Senior Practice Development Manager
Contract type:	Permanent
Location:	Remote or Hybrid – to be agreed (Hybrid working min 2 days per week in London Head Office)
Hours:	Full-time – 35 hours per week
Starting Salary:	£46,879 per annum Home based or £51,157 per annum Office based including London Weighting
Closing Date:	12pm, Monday 19 th October 2026
Interview Date:	5 th and 6 th November 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.

Homeless Link's Innovation & Good Practice team plays a pivotal role in helping the sector respond to new challenges, improve service quality and deliver better outcomes for people experiencing homelessness. We ensure sector leaders and people working on the frontline have access to the information they need to support people effectively. We also explore, develop and enable implementation of evidence-based practices to set the standards in the sector and improve the design and delivery of services which end homelessness.

The role of Senior Practice Development Manager is varied. You will be responsible for leading a team of Practice Development Managers and managing a variety of projects. You will engage with a broad range of external and internal stakeholders, including Homeless Link members and government officials, develop creative and impactful practice resources and use a variety of dissemination and influencing methods.

This is an exciting role, in a great team! We are passionate about what we do and are seeking candidates who share our values of continuous learning, curiosity and collaboration to create positive change. 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.

Alex Smith
Head of Innovation and Good Practice

2. Job Profile

Role Description

JOB PURPOSE

- To identify, develop, define and disseminate emerging and positive practice and influence improvement to help to end rough sleeping and homelessness in England.
- To operationally lead and coordinate project delivery within Innovation and Good Practice, with project partners, and with other teams at Homeless Link.
- To ensure the Innovation and Good Practice Team is demonstrating clear and measurable impact.

ACCOUNTABILITY

The Senior Practice Development Manager manages a team of Practice Development Managers and reports to the Head of Innovation and Good Practice.

LOCATION

Remote or office based with travel across England, within the UK and potentially overseas as required.

MAIN RESPONSIBILITIES

Management and Leadership

- To line manage, coach and support Practice Development Managers to deliver on their agreed objectives to a high standard.
- To provide ongoing performance management, support and annual appraisals to direct reports.
- To work with the Head of IGP to organise and facilitate team meetings, away days and other cross-team development activities.
- To oversee delivery of a portfolio of projects and consultancy work delivered by Practice Development Managers and Consultants.
- To quality assure activities and outputs by Practice Development Managers.
- To lead on team project planning, risk management, budget management and monitoring and evaluation (in collaboration with Head of IGP)

Practice Development

- To manage and deliver a portfolio of practice development work to share, promote and develop evidence-based practice and practice-based evidence.
- To produce, edit and commission resources in response to emerging issues and project objectives. This includes written guidance, toolkits and briefings, blogs and case studies, podcasts and animations.
- To design and deliver presentations and training and to facilitate workshops, focus groups, meetings or other stakeholder forums.
- To contribute ideas and develop hypotheses for projects and the team and organisation's activity.
- To ensure that the needs and perspectives of people experiencing homelessness are integral to Innovation and Good Practice work.
- To connected and engage with members through visits, focus groups and advisory groups, ensuring practice development work is informed by and responding to the needs of frontline homelessness organisations.
- To coordinate with, and contribute to, the wider work of the Innovation and Good Practice team.
- To coordinate with other Homeless Link teams and provide support for Homeless Link's Social Enterprise activity
- To share responsibility for general customer service tasks e.g. enquiries from the public or Homeless Link members.

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:

- Knowledge of current service provision and good practice for people experiencing homelessness and rough sleeping in England.
- Knowledge of the support needs and barriers faced by people experiencing homelessness and rough sleeping and the type of support available to them.

Desirable:

- Knowledge of Trauma-Informed Care and Strengths-Based Practice approaches
- Knowledge of supported housing and housing management

Experience and Track Record

Essential:

- Leading and managing projects and programmes of work, to achieve specific outcomes.
- Line management with the ability to support, coach and develop high performing staff.
- Managing services for people experiencing homelessness, rough sleeping or multiple disadvantage.
- Successful planning and management of multiple and conflicting priorities to deliver at pace.
- Planning and delivering projects or other activities in collaboration with other people and organisations.
- Networking, influencing and negotiation skills with experience of building effective, credible relationships internally and externally with people at all levels.
- Strong communication skills, including writing with impact for a range of audiences e.g. blogs, resources, reports and web content.
- Delivering presentations, workshops, training, or other public speaking and/or facilitation.

- Applying effective critical thinking, analytical and problem-solving skills, with a creative approach to generating ideas and developing new ways of working.
- Dealing with information that is sensitive or confidential.
- Using IT systems, including MS Office, on a day-to-day basis.

Desirable:

- Experience of influencing culture change across services and/or systems.

GENERAL REQUIREMENTS FOR ROLES AT HOMELESS LINK

Essential:

- Willingness and ability to travel within England
- 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	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.

Role or Grade specific competencies

Expert/Technical Knowledge:	Strategic Leadership:	Business & Commercial Acumen:
Demonstrating best use of required knowledge in specified field ensuring continuous learning and development.	Developing and articulating the future direction of the organisation, driving and motivating others to achieve long-term goals.	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.

3. Employee Benefits

Salary Scales for Practice Development Manager

£46,879 - £52,752 (Grade 7) Home-based

£51,157 - £57,613 (Grade 7) Office-based (including London weighting)

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

For further information follow the link at the bottom of the page.

4. How to apply

Sending in your application

Please provide your CV with a covering letter explaining how you meet the requirements for the role by answering the following two questions:

1. Do you have proven experience of leading practice development or service improvement work that has influenced organisational or sector-wide practice? If yes, please provide a brief example. **(max 500 words)**

2. Do you have experience of directly managing and developing a team, including responsibility for performance management and delivery of objectives? If yes, please provide a brief example. **(max 500 words)**

Please send across your **CV and cover letter** to: recruitment@homelesslink.org.uk or apply directly on our website. Applications will not be considered past the closing date.

The closing date is **Monday 19th October 12pm**. Applications received after the published closing date will not be considered.

We plan to hold interviews on **5th and 6th November**, remotely over Teams. For any queries about the post, please email 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

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.

[For more information about working at Homeless Link follow this link to our website](#)