



# JOIN US

## AREA MANAGER VACANCIES

## APPLICANT INFORMATION PACK



Gwasanaeth Tân ac Achub  
De Cymru

South Wales  
Fire and Rescue Service

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**RAISING AWARENESS - REDUCING RISK**

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# WHO WE ARE

## **“TO MAKE SOUTH WALES SAFER, BY REDUCING RISK”**

We are South Wales Fire and Rescue Service and our vision, mission and values are what drives and motivates our people to make South Wales safer, by reducing risk. We aim to protect and serve all across the 10 Unitary Authorities that make up our diverse area, working in partnership with our colleagues in other frontline services.

We employ around 1700 people across South Wales in a mix of Operational and Corporate roles, with most of our corporate staff being based at our headquarters in Llantrisant.

The frontline services provided by South Wales Fire and Rescue Service Operational Staff are supported by a number of teams, which fulfil administrative and technical roles. Operational and Corporate Staff work closely together to provide a high level of service for the communities of South Wales.

Diversity, Inclusion, Cohesion and Equity are a priority for South Wales Fire and Rescue Service and we have a commitment to endeavour to reflect the communities that we serve.

# ROLE PROFILE

Please apply by the 10<sup>th</sup> March 2025

Shortlisting is anticipated to take place on the 13<sup>th</sup> March 2025

Interviews are anticipated to take place w/c 7<sup>th</sup> April 2025

The Service is seeking to recruit a number of Area Managers on a permanent basis who will demonstrate an enthusiastic and innovative approach to the leadership of a large service area whilst upholding the service values.

This post will provide the successful candidates with the opportunity to enhance the culture and values of the FRS through the provision of effective strategic leadership. The successful candidates will also contribute to the shaping of future services provided to our communities in South Wales through strong collaboration, clear decision making and the building and maintenance of a high-performance culture. This in turn will support the development of the services role within the wider context of the public service infrastructure within Wales and the rest of the UK.

## Eligibility

- Competent Group Manager B **OR** Area Manager employed in a UK local authority Fire and Rescue Service
- Skills for Justice Level 7 Award (ICL4) Strategic Incident Command pass  
**OR**  
An ICL3 command pass with a commitment to passing the full ICL4 within 6 months of commencement of an Area Manager appointment
- Wales Strategic Command (Gold) Course **OR** a willingness to complete this within a reasonable timeframe of appointment
- ILM Level 7 (or equivalent) **OR** willingness to complete within an agreed timeframe
- Demonstration of suitable experience of learning within a leadership and management field at Strategic Manager level (for internal candidates this can be evidenced from the 'Leading the Service' Pathway or equivalent)
- Have no live disciplinary or performance sanctions, at the point of application

**Please Note: Successful candidates will be expected to provide operational cover and therefore live, or be located (whilst on duty) within the South Wales FRS Area**

- Hours of work: **Gold Command Rota Duty**
- Contract: **Permanent**
- Grade: **Area Manager**
- Salary: **£65,690 - £72,054 (Plus 20% Flexi Duty, 14% Continuous Duty Allowance & Access to the Service's Car Lease Scheme)**

# **JOB DESCRIPTION**

**This job description refers to the main purpose and responsibilities of the post. It does not necessarily list in detail all of the tasks required to carry out these responsibilities. This job description will be reviewed as and when necessary to ensure that it meets the Service's business requirements.**

**Responsible to:** Assistant Chief Fire Officer

**Responsible for:** Strategic direction and management of a designated SWFRS department

1. To maintain high levels of operational competence and attend operational incidents as required
2. Interpret organisational priorities and objectives and translate into Departmental plans, allocating resources in respect of plans.
3. Undertake, plan and where necessary lead on identified project work of organisational priority.
4. Ensure business continuity is maintained and strive to achieve continuous improvement as a member of the Senior Management Team.
5. Represent the interests of the service at various Regional and National forums e.g. PSBs and NFCC.
6. Chair, facilitate and contribute to meetings at departmental and organisational levels.
7. Establish and maintain effective working relationships within the organisation.
8. Advise on current and emergent department and related issues from a Local, Regional and National perspective
9. Seek continuous improvement by scanning internal and external environments. Devise and implement strategic and tactical options for improvement.
10. Control department budget and allocate revenue expenditure in line with priorities and identified departmental needs.
11. To deliver Directorate Plans through departmental activity and planning processes.
12. Ensure the Department's compliance with organisational policies and procedures.
13. Ensure compliance with the organisation's Standing Orders and Scheme of Delegations.
14. Lead the performance of the Department via Managers within the function. Establish and monitor key performance indicators. Resolve and feedback on all performance issues.
15. Identify personnel requirements for the function and allocate areas and scope of responsibility.

16. Ensure departmental staff are equipped with relevant knowledge and skills to achieve objectives and are fully empowered to the appropriate level.
17. Plan and implement internal audits of departmental services, ensuring compliance with relevant quality standards.
18. Monitor and audit information and communication channels to track performance and achievement at individual, team and departmental level
19. Identify opportunities for continuous personal and professional development of self and establish a diverse professional network.

**In addition to the duties and responsibilities outlined above, the post holder will be required to:**

1. Undertake any other duties commensurate with the grade and post.
2. Attend in-house and external training courses as required.
3. Co-operate fully with any scheme or pilot scheme introduced within the department or across the Service.
4. Apply the principles of the Service's Dignity at Work Procedure, Equality and Diversity Statement and the NFCCs Core Code of Ethics whilst carrying out their duties.
5. Protect children, young people or adults at risk from harm, reporting any safeguarding concerns using the Service's Safeguarding Procedure.
6. Adhere to Health, Safety and Wellbeing Legislation and Procedures and take reasonable care for the health and safety of self and others.

# PERSON SPECIFICATION

## ESSENTIAL

- ✓ Substantive Fire & Rescue Service Area Manager **OR** Substantive and Competent Group Manager B
- ✓ ICL Level 3 (with a commitment to passing ICL Level 4 within 6 months of appointment)
- ✓ A thorough understanding of the functions of the Fire and Rescue Service
- ✓ An understanding of the issues facing the Service both within Wales and the UK
- ✓ Experience of providing tactical and strategic advice and support in resolving operational incidents involving multi-agency engagement in line with operational best practice principles
- ✓ Knowledge of Fire and Rescue Service specific legislation and statutory duties
- ✓ Knowledge and experience of managing large departmental/function budgets, with a focus on best value.
- ✓ Experience of establishing and setting clear strategic direction eg formulating, leading and implementing departmental strategies
- ✓ Commitment to demonstrating leadership in self and others
- ✓ Ability to drive and manage large scale change processes, seeking opportunities to create and implement improved organisational effectiveness
- ✓ Ability to consistently project and promote a confident, controlled and focused attitude in highly challenging situations.
- ✓ An inclusive leader with strong interpersonal skills who can work collaboratively across boundaries encouraging joint working with those both within the Fire and Rescue Service and in the wider community
- ✓ Ability to communicate and influence effectively both orally and in writing to a wide range of audiences e.g. with Fire Authority members, senior managers, staff, external partners and other stakeholders.
- ✓ Committed to the ongoing development of self, individuals and functions to improve organisational effectiveness and increasing workplace capability, culture, engagement and performance.
- ✓ Ability to consider emerging issues and risks to predict and plan for future requirements and make realistic strategic decisions
- ✓ Understanding of and commitment to improving Health, Safety and Wellbeing in the workplace
- ✓ To work collaboratively as part of a cohesive senior leadership team
- ✓ To ensure departments work in compliance with policies and procedures to minimise service risk
- ✓ A key role model committed to the principles of Diversity, Inclusion, Cohesion and Equity

- ✓ Understanding of and the ability to work in full compliance with, the Data Protection Act 1998, The General Data Protection Regulations 2018 and Freedom of Information Act 2000 and the implications for always ensuring confidentiality.
- ✓ Able to deliver highly effective departmental plans, ensuring that projects and programmes are delivered in accordance with organisational priorities and deadlines whilst recognising potential political impact and implications from a strategic perspective.

#### **DESIRABLE**

- ✓ Skills for Justice Level 7 Award in Strategic Incident Command in Fire & Rescue Services
- ✓ Corporate membership of the Institution of Fire Engineers
- ✓ Experience of conducting formal and informal trade union negotiations/consultation
- ✓ The ability to communicate through the medium of Welsh

#### **Please note:**

**This role will be required to provide cover on an operational rota, including Public Holidays and weekends.**



# THE **APPLICATION** PROCESS

Candidates should complete our shortlisting evidence. This should address the questions below with a response that doesn't exceed 500 words per question (Maximum 2000 Words)

**Question 1: ELIGIBILITY:** Please evidence the qualifications and experience you have that make you the right person for this role.

**Question 2: ORGANISATIONAL EFFECTIVENESS:** Please provide examples of how you have worked effectively within the strategic environment, developing practical and creative solutions to strategic issues.

**Question 3: PERSONAL IMPACT:** Please outline how you role model and promote professional standards, integrity and values, creating a trusting and inclusive environment.

**Question 4: OUTSTANDING LEADERSHIP:** Please outline how you champion and display outstanding leadership at all levels and support the principles of a learning organisation.

# HOW TO APPLY

## External Applicants

Please log in to our website at: [www.southwales-fire.gov.uk/working-with-us/latest-vacancies](http://www.southwales-fire.gov.uk/working-with-us/latest-vacancies)

Select the role from the 'Current Vacancies' and click on the link for our e-recruit system.

Ensure that all sections of the application form are completed and remember to attach the supporting information that details your eligibility and addresses the shortlisting criteria directly.

## Internal Applicants

Please log in to People XD/Core and navigate to 'current vacancies' to select the relevant position. Ensure that all sections of the application are completed and remember to attach the supporting information that details your eligibility and addresses the shortlisting criteria directly.

## All Applicants

If you require this document in an alternative format, such as large print or a white or coloured background, or alternatively require a paper application form, please contact our Recruitment team at [recruitment@southwales-fire.gov.uk](mailto:recruitment@southwales-fire.gov.uk) or call us on 01443 232200 and we will endeavour to help as quickly as possible.

All documentation is available in both Welsh and English and we welcome communication in either language. Applications submitted in Welsh will not be treated less favourably. Candidates successful at the shortlisting stage will be given the opportunity to confirm their language preference for interviews and assessments (including paperwork, verbal introductions and interview questions). Arrangements will be confirmed following invitation to interview and may include translation and/or simultaneous translation

South Wales Fire and Rescue Service believes in the real value of having a diverse workforce and we proactively want to encourage applicants from all sectors of our community to apply.

# ADDITIONAL INFORMATION

## External Recruitment Checks

All external candidates will be subject to the following recruitment checks prior to appointment:

- Enhanced Disclosure and Barring Service (DBS) checks.
- Right to work checks.
- Medical, health and fitness checks.
- No current disciplinary warnings
- Driver licence checks.
- Reference check.
- Transcript of training and personnel records from current service.

## The NFCC Core Code of Ethics

**PUTTING OUR COMMUNITIES FIRST:** We put the interest of the public, the community and service users first.

**INTEGRITY:** We act with integrity, including being open, honest and consistent in everything we do.

**DIGNITY AND RESPECT:** Making decisions objectively based on evidence, without discrimination or bias.

**LEADERSHIP:** We are all positive role models, always demonstrating flexibility and resilient leadership. We are all accountable for everything we do and challenge all behaviour that falls short of the highest standards.

**EQUALITY, DIVERSITY & INCLUSION:** We continually recognise and promote the value of EDI both within the SWFRS and the wider communities that we serve. We stand against all forms of discrimination, create equal opportunities, promote equality, foster good relations and celebrate difference.

**This is the foundation for the values we hold at South Wales Fire and Rescue Service and will help us to create an environment that is welcoming, tolerant and safe, with no place for inappropriate behaviours and actions that threaten, disrespect or intimidate others**



# BENEFITS

**Annual Leave** – A generous annual leave allowance.

**Employee Assistance Programme** – The EAP provides confidential, impartial advice and support 24 hours a day, 365 days a year. The service is free for employees to access whenever they need.

**Vivup** – Award winning employee benefits provider that offers all staff a stack of health and wellbeing benefits and savings across a number of big brands.

Some of the perks on this platform include:

- **Cycle to work scheme**
- **Tusker car scheme**
- **Home and electronics discount**
- **Lifestyle Savings**

**Flexi Time** – Corporate staff are able to work flexi time. With core hours of 10am – 12pm and 2pm – 3pm; you can complete the balance of your hours anytime between 7am and 7pm.

**Learning & Development** – SWFRS recognise that well trained employees are key to success. With a dedicated Training Centre at Cardiff Gate and specialist training teams, there are plenty of opportunities to grow & develop new skills.

**Gym** - Wherever you are based as an employee of South Wales Fire and Rescue Service, access to our gym facilities is available to all, free of charge.

**Health and Fitness Advisors** - Our Health and Fitness Advisors monitor the fitness levels of operational staff. They can also offer health and fitness advice to all employees on request.

**Firefighters' Charity** - Every employee, along with their dependents, can be beneficiaries of the charity. The charity provides health and wellbeing support to the whole Fire Service community.

**Car Parking** – SWFRS does not charge for car parking at any of its sites.

**Mind Blue Light Champions** – As part of our ongoing commitment to health and wellbeing, we support the MIND Blue Light Programme. The programme offers mental health support for emergency services employees.

**Occupational Health** – The Occupational Health Unit aims to maximise the health and wellbeing efficiency of staff and to minimise the risks to which staff are exposed as a result of working practices and the environment.

**Pension** – Support staff are eligible to join the Local Government pension scheme, which is a defined benefit pension scheme. Employee contributions are based on your salary.

**Sports and Social** – Our sports and social section brings together employees from across departments. Photography, skiing, rambling, cycling, football, rugby, surfing and golf are just some of the shared interests.

**Welsh Courses** – South Wales Fire and Rescue Service recognise the importance of the Welsh language in the workplace and offers all employees access to Welsh language courses at a range of levels to suit all needs.

**Disability Confident** – We are proud to be a certified Disability Confident Committed Employer





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South Wales  
**Fire and Rescue Service**

## South Wales Fire and Rescue Service

Recruitment & Retention Team  
Fire Service Headquarters  
Forest View Business Park  
Llantrisant  
CF72 8LX

Recruitment Line – 01443 232200  
[recruitment@southwales-fire.gov.uk](mailto:recruitment@southwales-fire.gov.uk)

**SCAN ME**



[www.southwales-fire.gov.uk/working-with-us](http://www.southwales-fire.gov.uk/working-with-us)