



**Gwasanaeth Tân ac Achub
Fire and Rescue Service**



**Corporate Communications Department
Corporate Communications Officer
Candidate Information Pack**



Welcome from Tracey Williams, Head of Corporate Communications

When people think of our fire and rescue service, they tend to think of firefighters responding to emergency calls, and although this is a reality, the roles and responsibilities within North Wales Fire and Rescue Service go far beyond these traditional images.

In addition to firefighters, the Service employs people in a variety of diverse and challenging roles, and the vital work carried out behind the scenes is just as crucial in helping to make North Wales a safer place to live, work and visit.

Communications is the golden thread running through our organisation – it is present in every aspect of what we do, it holds everything together and adds value. As an emergency service people rely on us to protect them so we know how important it is to maintain people's trust in us as a professional organisation with very high standards.

A key challenge for our Corporate Communications team is to ensure our messages are seen, heard and understood, using many different formats and delivery methods to ensure the widest reach to our audiences.

This means being able to craft inspiring and compelling content across multiple communications channels to engage effectively with our communities, our staff and our stakeholders.

The work of the Corporate Communications team in a frontline emergency service is therefore diverse and rewarding – incorporating a range of duties and responsibilities that play a crucial role in ensuring the Service can continue to protect the communities we serve.

Our core values are about striving for excellence, serving the communities of North Wales and treating people well. We want people with the same values to join our team to help us continue to make North Wales a safe place to live, work and visit.



Who we are

North Wales Fire and Rescue Service's purpose is to Prevent, Protect, and Respond. To do this we employ more than 850 staff in operational and support roles.

We help to protect an area covering around 2,400 square miles and a resident population of over 700,000 people, as well as hundreds of thousands of visitors who travel in and out of North Wales every year.

On average, we go to around 2,000 fires and 1,000 non-fire emergencies such as road traffic collisions and flooding events every year. We also attend around 2,000 emergency calls that turn out to be false alarms.

We carry out extensive fire prevention work by visiting people in their homes, attending events, engaging with children and young people, and working with partners to educate and inform local communities. We also maintain an active presence in the media, including on social media.

Another part of our work is in a fire safety enforcement role, so we visit businesses and workplaces to make sure that the people responsible for those premises are keeping their fire safety arrangements up to standard.

North Wales Fire and Rescue Service is a professional and friendly place to work. We offer a supportive culture where we work hard to uphold our core values.

You can read more about our Core Values on the next page.

For more information about the Service please visit the [North Wales Fire and Rescue Service website](http://www.northwalesfire.gov.wales).



Our Core Values



North Wales:

A place to live, work and visit

Within the region of North Wales is Conwy, Denbighshire, Flintshire, Gwynedd, Wrexham and Ynys Mon (pronounced 'un-iss morn', also known as Anglesey). Each county has something special to offer, whether you are looking for action and adventure or culture and heritage. Living and working in North Wales offers an excellent environment for anyone seeking an enhanced quality of life.

Long regarded as one of the most beautiful places in the UK, the area has much to offer. Being an area of outstanding landscape ranging from extensive sandy beaches and headlands to sheltered valleys, open moors and rugged mountains, there is something for everyone to enjoy. Tourism is a big contributor to the local economy with a wide variety of facilities across the region to attract the different visitors to the area each year, from high adrenaline zip lines, adventure parks and water sports to more relaxing walks exploring towns and countryside or visiting historical and cultural landmarks, including castles.

Whilst North Wales is close to nature and has open spaces close by, it is also well connected to the hustle and bustle of major towns and cities in the North West of England, such as Chester, Liverpool and Manchester. Rail transport links also connect the North Wales coast to major cities across the UK, with direct trains to London (in 3 – 4 hours), Birmingham and Manchester among others.

Food and drink play an important part of Welsh culture with food festivals and farmers markets taking place across the region to showcase the best food and drinks that Wales has to offer. Utilising locally sourced and seasonal produce, including freshly caught fish, tender local lamb,

cheese, wine, ales and gin, there are plenty of places to eat catering to different tastes, including fine dining, gastro-pubs and bistro's as well as country pubs, tea rooms and cafés.

As per the 2021 Census, Wales has a population of just over 3.1 million, with approximately 18% of the population being Welsh speakers. The Welsh are passionate about the language, sport and culture with competitive festivals of Welsh music, poetry and art taking place annually - known as an Eisteddfod (pronounced ace-teth-vod). They are cultural festivals held through the medium of Welsh, providing a national stage for music, dance, literature, visual arts and performance. Whilst Welsh language is an important part of an Eisteddfod, the events are inclusive for all people to get involved so you don't need to be a Welsh speaker to attend and enjoy the day. People of all ages and abilities, including Welsh language learners are encouraged to participate in Eisteddfods, with the International Eisteddfod in Llangollen being held annually at the start of August, bringing together participants from all over the world to celebrate the different cultures, music and arts in one place.



The Role

At North Wales Fire and Rescue Service everyone contributes in one way or another to helping to protect our communities and the natural environment. Communication is a critical component in how North Wales Fire and Rescue Service undertake the delivery of its day to day activities.

As a Corporate Communications Officer, you will have the opportunity to apply relevant knowledge, skills and experience to play a central role in ensuring the Corporate Communications Department consistently delivers to the highest standards.

This involves being instrumental in creating inspiring and engaging content across multiple communication platforms, working in line with the department's delivery plan which is aligned with the Service's Core Values, and ensuring that the organisation's professional image is maintained at all times.

You will have a flair for writing staff communications and experience in drafting concise and accurate statements and briefings for a variety of external audiences.

Proficiency in updating stakeholders through various digital platforms such as our website, social media and intranet is essential.

Moreover, your role will involve developing and monitoring campaigns to achieve optimal results.

You will be educated to degree level or equivalent qualification in a related subject or have equivalent experience of developing and delivering corporate communications campaigns. You will have up to date knowledge of industry trends and practices relating to communications

in order to develop an integrated digital communications approach to engage with staff, stakeholders and local communities.

Providing our services bilingually is more than a matter of respecting the rights of people to communicate in Welsh. You will need to be a fluent Welsh speaker, with excellent written and interpersonal skills in both English and Welsh. Working with the Welsh Language Officer, you will have the ability to produce bilingual communications for internal and external use.

Working for an emergency service often requires urgent communications outside of normal working hours. The Corporate Communications team provides out of hours support via an on-call rota, operating on a shift basis with North Wales Police, to ensure important and key safety messages are shared with the public when required. You will be required to join the on-call rota, starting by shadowing a colleague until you feel confident to provide out of hours cover independently. Participation in this rota will attract an additional 8.5% allowance. Further information on this can be provided at interview and following appointment.



What we can offer you

Pay

Grade 07

Base Salary: Starting at £33,024 per annum, rising to £35,745 per annum.

The role attracts an additional 8.5% allowance for joining the on-call rota; such that the salary is then uplifted to £35,831 to £38,783 per annum inclusive.

Location of work

The base location is at the Headquarters in St Asaph, with the opportunity to undertake work remotely or from alternative fire service locations.

We offer a great deal of flexibility and we try as much as possible to support staff to balance their work and home life. We have an agile working policy to facilitate virtual and home working where practicable for the role, which can be discussed further during interview.

Hours of work

This position is based on working 37 hours per week, Monday to Friday. This is a permanent post.

Due to communication being a vital component in supporting service delivery for our frontline and operational crews, the Corporate

Communications team provides support on a rota basis and in conjunction with North Wales Police for critical incidents during unsociable hours and weekends.

There is therefore a requirement for the successful applicant to participate in the on-call rota, and once commenced, this will attract an additional 8.5% allowance.

Benefits of employment

- Generous annual leave entitlement, starting at 25 days per year, plus public holidays
- Flexi-time Scheme allowing staff to work flexibly
- North Wales Fire and Rescue Service uniform provided
- Access to the employer contributory Local Government Pension Scheme
- We will provide you with training, support and guidance to develop your potential
- Health, fitness and wellbeing support, including occupational health, colleague support, mental health champions, physical therapies and access to Service gyms
- A range of additional benefits such as cycle to work scheme and access to discounts from hundreds of retailers, leisure and service providers.

Job Description

Post Title	Corporate Communications Officer
Department	Corporate Communications Department
Reports to	Head of Corporate Communications

Overall Role

The postholder will take a proactive role in developing and promoting the corporate communications strategy, assisting in ensuring the Corporate Communications team delivers to the highest standards.

To provide comprehensive and professional media, external and internal communications on behalf of North Wales Fire and Rescue Service.

Principal Duties and Responsibilities

Departmental Support

1. Assist in implementing the communications strategy, under the guidance of the Head of Corporate Communications, supporting key deliverables outlined in the strategy.
2. Provide a key role in communications in respect of information exchange, advice, professional guidance and expertise across a number of platforms.
3. Assist in delivering key deliverables identified in the communications strategy.

Effective Internal Communications

4. Helping to maximise effective internal communications, ensuring a consistently high level of staff awareness and understanding of relevant

issues and initiatives.

5. Liaising with staff across North Wales to promote Service activities effectively.
6. Responsibility for drafting, finalising and issuing the 'Weekly Brief' digital staff communication.
7. Maintaining up to date content of the home page of the Hwb intranet and ensuring latest media coverage is shared across the organisation.
8. Assisting in co-ordinating images and video footage to be able to promote internal as well as external communications.
9. Assisting with creative and innovative solutions to maximise internal and engagement of Service campaigns, initiatives or incidents.
10. Positively promoting a professional public image for North Wales Fire and Rescue Service.
11. Assisting in promoting and representing the Service at events in line with departmental requirements.
12. Promoting the corporate communications department and fostering excellent relationships across the Service – involving visiting fire stations across North Wales to gather information which can be promoted positively internally to other staff or externally to local communities.

Effective External Engagement

13. Positively promoting a professional public image of North Wales Fire and Rescue Service.
14. Promoting and representing the Service in terms of customer and visitor relations, managing own and business communications in line with the role requirements.
15. Proactively working with officers across the Service in supporting and promoting key deliverables.
16. Assisting with risk reduction strategies, partnerships and community relations under the prevention, protection and intervention strategies.
17. Maximising effective external communications via the Service website and social media, maintaining up to date content and information.

18. Assisting with creative and innovative solutions to external engagement in Service Campaigns, initiatives or incidents.
19. Assisting in promoting and marketing specific projects and initiatives taking place within Service.

Media Relations and Crisis Management

20. Preparing concise and accurate news releases, statements and briefings for operational incidents, liaising with other internal departments and external agencies.
21. Cultivating strong relationships with local and national media, showcasing organisational achievements and newsworthy initiatives in a proactive manner and ensuring consistent, controlled media coverage aligned with corporate strategy.
22. Participating in a joint on-call 24/7 arrangement with North Wales Police relating to press officer support for major incidents out of normal office hours (including bank holidays and weekends), working to an established protocol and operating on a rota basis. This requires Non-Police Personnel Vetting (NPPV)
23. Assisting in managing the media during a major incident or crisis, including coordinating efforts and contributing to the development of crisis management capabilities aligned to business continuity arrangements, and a multi-agency Media Cell Operating Protocol established via the North Wales Warming and Informing Group.
24. Assisting in press conferences and media interviews, identifying and providing guidance for spokespersons.
25. Assisting in diffusing and managing negative PR, alerting the Service Leadership Team to potential threats and helping to coordinate appropriate responses.
26. Maximising publicity for Service events and initiatives through effective media liaison, ensuring a consistently high level of quality coverage.

Networking, Professional Development and Welsh Language

27. Establishing and promoting good working relationships with partners, local authorities, other fire and rescue services and professional bodies.

28. Attending conferences, meetings and training exercises as appropriate to represent the interests of the Service and develop networks.
29. Committed to continuous professional development and able to demonstrate this.
30. Ensuring communications are available in English and Welsh, both verbally and in writing, reflecting the Service commitment to the Welsh Language Standards.

Team Support and Training

31. Demonstrating ability as a flexible and proven team player and a specialist communications professional within the Corporate Communications Department to support and promote Service deliverables and change programmes.
32. Prioritising duties and outputs in line with deadlines in a busy department is a key requirement of this post.
33. Working closely with the deputy Head of Corporate Communications, Media Relations and Staff Engagement.

Supervisory Responsibility

Able to manage various outside agencies e.g. photographers and printers.

Supervision Received

Head of Corporate Communications and Deputy Head of Corporate Communications, Media Relation and Staff Engagement.

Working Conditions

Working a flexible pattern of hours to meet Service requirements. Based at Service HQ in St Asaph, with ability to undertake agile working.

Travel Requirements

Travelling to different Service locations, including incident scenes as needed.

Person Specification

Experience and Competency Required	Essential
	The qualities without which a post holder could not be appointed
	Educated to degree level in related subject e.g. Public Relations, Journalism, Media Studies, Business Studies – or evidence of comparable career experience.
	Communication Skills: Exceptional written and verbal communication skills, with a flair for writing staff communications and experience in drafting concise and accurate news statements and briefings for various stakeholders.
	Communications Experience: Prior experience in a similar communications role within emergency services, public relations or related fields, demonstrating an understanding of the challenges and requirements of the position.
	Media Relations Experience: Proven experience in building and maintaining relationships with local and national media outlets, demonstrated by successful media coverage and positive public perception – to include experience in providing media training and coaching to spokespeople.
	Crisis Management: Experience in managing media during crises, ensuring consistent messaging and effective coordination with relevant stakeholders.
	Collaboration and Teamwork: Ability to collaborate effectively with internal departments, external agencies and partner organisations to ensure cohesive communication strategies and responses
	Excellent organisational skills: Proven initiative to manage own workload, with ability to work to exacting deadlines.
	Flexibility and Adaptability: A willingness to work flexible hours and provide joint press office cover outside regular office hours on a rota basis.
	Welsh Language Proficiency: Fluency in both Welsh and English, both verbally and in writing, to ensure communications are accessible and inclusive for all stakeholders.
	Professional Development: Proven commitment to continuous professional development in the fields of communications and media relations.
	Digital Knowledge: Experience and up to date knowledge of industry trends and practices concerning website communications, digital/social media and the use of content management platforms.
	Driving Ability: Full, clean UK driving licence.
Desirable	
Extra qualities which can be used to choose between candidates who meet all the essential criteria	
Networking Skills: Strong networking skills with the ability to establish and maintain positive working relationships with partners, local authorities and professional bodies.	
Crisis Preparedness Training: Previous training or experience of crisis management or emergency response, demonstrating an understanding of best practices and protocols for managing crises effectively.	

*Evidence of qualifications will be requested and verified prior to confirmation of appointment

Please Note: In order to be shortlisted for this post you will need to demonstrate that you meet all the essential criteria.

Welsh Language Skills

At North Wales Fire and Rescue Service, we believe that in the conduct of public business in Wales, the English and Welsh languages should be treated on the basis of equality.

We pride ourselves on having taken the issue of language seriously over many years. By acknowledging our moral and legal duties to protect the cultural heritage of the area and to meet the expectations of the local community, we also acknowledge the positive service benefits of conducting our public business in both languages. Saving lives and reducing risk are at the heart of our mission - the language issue is vital to its success.

The Welsh language requirement of this post is a level 4 and the required skills are set out below.

Skill Area	Welsh Language Standards Requirements
Speaking / Listening	<ul style="list-style-type: none"> • Able to keep up an extended casual work related conversation or give a presentation with a good degree of fluency and range of expression but may need to revert to another language to answer unpredictable questions or explain complex points or technical information. • Able to contribute effectively to meetings and seminars within own area of work. • Able to argue for/against a case

Reading	<ul style="list-style-type: none"> • Able to read and understand information fairly quickly as long as no unusual vocabulary is used and no particularly complex or technical information is involved
Writing	<ul style="list-style-type: none"> • Able to prepare formal letters of many familiar types such as enquiry, complaint, request and application. • Able to take reasonably accurate notes in meetings or straightforward dictation. • Able to write a report / document relating to own job area



How to Apply

To apply for this post, all candidates must complete our application form to be considered. The application form can be found on the [Current Vacancies](#) page of our website and completed forms should be submitted by email to recruitment@northwalesfire.gov.wales

Please do not submit your CV with the Application Form, as only the information provided within the Application Form will be used at the shortlisting stage.

When completing your application, please familiarise yourself with the job description and the person specification within this information pack so you understand the essential qualifications, skills and attributes for the role. Whether or not you are shortlisted for an interview is based on the information you provide in your application form.

It would be helpful if you could let us know in good time if you would like us to make any reasonable adjustments for you.

Make sure you submit your application before the closing date as late applications will not be accepted.

If you have any issues accessing or completing the application form, please contact the Recruitment team: recruitment@northwalesfire.gov.wales or call 01745 535 281

Further information

If you have any questions regarding this role or would like an informal chat before applying please call Tracey Williams on 01745 535 285.

Closing date

12:00 on 08.05.24

We are an equal opportunity employer and welcome applications from all sections of the community. We are committed to equality of opportunity for all staff and applications from individuals are encouraged regardless of age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, religion or belief and marriage and civil partnerships.

We welcome correspondence and calls in Welsh and English and we will respond equally to both and will reply in your language of choice without delay. Applications submitted in Welsh will be treated no less favourably than an application submitted in English.



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