



Gwasanaeth Tân ac Achub
Fire and Rescue Service

Area Manager

Recruitment Information Pack

ATAL AMDDIFFYN YMATEB
PREVENTING PROTECTING RESPONDING

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www.northwalesfire.gov.wales

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Welcome from Anthony Jones, Assistant Chief Fire Officer

Thank you for your interest in joining North Wales Fire and Rescue Service as an Area Manager. This pivotal role offers an exciting opportunity within our Strategic Leadership Team, offering the opportunity to shape the future of our service and make a lasting impact on the safety and wellbeing of our communities across North Wales

At North Wales Fire and Rescue Service we are committed to fostering a diverse, inclusive, and equitable workplace where all employees feel valued and respected.

We believe that diversity in backgrounds, experiences, and ideas drives innovation and strengthens our ability to make North Wales a safer place to live, work and visit.

We are seeking exceptional leaders to join our Area Manager talent pool for future substantive appointments. The role of Area Manager is challenging and rewarding and requires an individual who embodies the highest standards of personal and professional integrity, and who can inspire confidence, trust, and respect across all levels of the organisation and the wider community.

Joining us means becoming part of a forward-thinking organisation where you can make a lasting impact, develop your leadership potential, and contribute to shaping the future of fire and rescue services in North Wales.

If this sounds like you, and you are ready to bring your leadership skills and passion for making a difference, we want to hear from you.



Applications

Applications are invited from substantive and competent Group Managers and existing Area Managers employed in a UK Local Authority Fire and Rescue Service.

Hours of Work and Availability

Hours of work will be in accordance with the Service's Area Manager Command Rota Duty System. Candidates will need to live in, or have a base in North Wales, and we are happy to support relocation when required. The successful candidate will be required to work unsocial hours. The circumstances and the working arrangements are likely to involve extended periods of availability outside of normal office hours.

Location

Fire Service Headquarters, Ffordd Salesbury, St Asaph Business Park, St Asaph, Denbighshire, LL17 0JJ. This job involves travel throughout the Service area, Wales and other locations. The successful applicant must be able to travel.

Further information

For an informal discussion regarding this role, please contact Assistant Chief Fire Officer – Anthony Jones by emailing Lynne Jones on lynne.jones@northwalesfire.gov.wales

Who we are

North Wales Fire and Rescue Service employ around 900 dedicated staff in both operational and corporate roles, working together to create a positive impact in the communities we serve.

We help safeguard a diverse and vibrant region, covering around 2,400 square miles of stunning landscapes that include picturesque coastlines, historic towns, and the rugged peaks of Snowdonia National Park. North Wales is home to around 700,000 residents and welcomes hundreds of thousands of visitors every year, drawn by its rich culture, heritage, and natural beauty.

Alongside our emergency response, we are deeply committed to prevention and education. This includes visiting homes to provide fire safety advice, engaging with young people, collaborating with partners, and using traditional and social media to inform and support our communities.

We also play a crucial role in fire protection, working with local businesses and organisations to ensure they meet their responsibilities, protecting employees, customers, and premises alike.

North Wales is a region steeped in history and culture, where the Welsh language is an integral part of everyday life. As a service, we are proud to support and promote the use of Welsh and are committed to reflecting the rich diversity of our communities. Living and working here means enjoying a high quality of life, with excellent schools, vibrant cultural events, and unrivalled access to outdoor activities.

North Wales Fire and Rescue Service is a professional and welcoming organisation. We foster a supportive culture and uphold our core values, placing teamwork, respect, and integrity at the heart of everything we do.

To learn more about us, including our Core Values, visit the next page or explore our [North Wales Fire and Rescue Service website](https://www.northwalesfire.gov.wales).



Our Core Values



The Role

As a member of our Service Leadership Team, you will:

- **Provide strategic direction and inspire others:** You will have the ability to articulate a compelling vision for the service, aligning operational delivery with our strategic objectives and values. Your leadership will energise and empower teams to achieve excellence and continually improve outcomes.
- **Build and sustain collaboration and relationships:** You will excel at fostering strong partnerships, both internally and externally, ensuring effective communication, consultation, and influence with stakeholders across the fire and rescue sector and beyond.
- **Champion inclusion and diversity:** You will lead by example in creating an inclusive environment where everyone feels valued and able to contribute. This includes demonstrating cultural competence and promoting equity across the service.
- **Drive performance and accountability:** You will be results-focused, with a proven ability to analyse complex challenges, make sound decisions, and take responsibility for their outcomes. You will inspire confidence by holding yourself and others to account for delivering against strategic priorities.
- **Act with courage and resilience:** You will demonstrate personal resilience, adaptability, and self-awareness in the face of challenging circumstances, while maintaining a calm, positive, and solutions-focused approach.

We are looking for a leader who embodies a commitment to public service, who will uphold ethical standards, and champion innovation and improvement to deliver the best outcomes for our community.

This role will require you to contribute to delivering the priorities outlined in our published Community Risk Management Plan (CRMP), ensuring the Service remains responsive to the evolving needs of the communities we serve. You will also work in alignment with the National Framework for Fire and Rescue Services in Wales and the Well-being of Future Generations (Wales) Act, helping to create a sustainable and resilient service that benefits current and future generations.

We are looking for leaders who are ready to bring their expertise, vision, and commitment to drive positive change and make a lasting impact on our communities.



What we can offer you

At North Wales Fire and Rescue Service, we believe that investing in our people is key to delivering the best outcomes for our communities. As part of our team, you'll benefit from:

A Competitive Salary and Benefits Package:

- A competitive salary reflecting the responsibilities of the role.

Area Manager B: salary up to £98,155.20 per annum (includes 20% FDS, additional enhancement to provide strategic cover of 12% and CPD) and a lease car or provided vehicle

- Access to an employer contributory pension Scheme.
- Generous annual leave entitlement, starting at 37 days per year, plus public holidays

Professional Development:

Ongoing opportunities to enhance your leadership and technical skills through tailored training and development programmes.

Support to achieve further professional qualifications, aligned with your career aspirations and organisational needs.

A Commitment to Your Well-being:

- Health, fitness and wellbeing support, including occupational health, colleague support, mental health champions, physical therapies and access to Service gyms
- Flexible working arrangements where operationally possible, helping you balance your work and personal life.
- A range of additional benefits such as cycle to work scheme and access to discounts from hundreds of retailers, leisure and service providers.

An Inclusive and Supportive Workplace:

- A culture that values diversity and actively promotes equality and inclusion.



- Support networks and initiatives to ensure you feel valued and empowered to succeed.

Opportunities to Make a Difference:

- The chance to contribute to a service that plays a vital role in protecting and improving the lives of people in North Wales.
- A role where your leadership will directly shape the future of fire and rescue services, driving innovation and improvement for generations to come.

Living and Working in North Wales:

- The opportunity to work in one of the most beautiful regions in the UK, with stunning coastlines, mountains, and a vibrant cultural heritage.
- A chance to embrace and contribute to Welsh culture, including support for learning and using the Welsh language in the workplace.

By joining us, you'll not only develop professionally but also play a critical role in creating a safer, stronger, and more resilient North Wales.

Hours of Work and Availability

The working week is flexible according to the demands of the Service but will normally average 42 hours per week, Monday to Friday, during normal office hours.

You will also be required to work within a rota system to provide strategic cover within the Area Manager group.

You will be expected to work flexibly to perform the duties to meet the requirements of the service and within the requirements of the Working Time Regulations, as they apply to Area Managers. Specifically, this may entail an element of unsociable hours outside of normal office hours (including Saturday and Sunday if required).

Location

Fire Service Headquarters, Ffordd Salesbury, St Asaph Business Park, St Asaph, Denbighshire, LL17 0JJ. This job involves travel throughout the Service area, Wales and other locations. The successful applicant must be able to travel.

Job Description

Post Title	Area Manager
Reports to	Principal Officer
Location	Headquarters, St Asaph
Date	November 2025
Salary Grade	Up to £98,155.20 (inclusive of allowances)

Aim

To have effective planning and risk management, ensuring the delivery of organisational goals by developing and implementing specific plans aligned to the overall organisational strategy.

To manage the activities of specific functional areas through performance management and quality assurance processes. Providing strategic leadership and management at events and emergency incidents.

To develop relationships with key stakeholders and other partners.

Duties and Responsibilities

1. To ensure internal processes are effective and fully integrated. Ensure that working practices are aligned to processes and appropriate control measures are in place.
2. To monitor and control budgets within your designated area of responsibility and to ensure financial resources are utilised efficiently and effectively.
3. To maintain service delivery at strategic level and implement business continuity management systems to support

organisational needs.

4. Identify and engage with relevant stakeholders within the community to gain commitment and support for the development of service provision.
5. Identify and define changes in work activities to ensure continuous improvement in service provision to meet future organisational needs.
6. To lead and manage through effective performance management, applying appropriate policies and procedures as necessary.
7. To support the resolution of operational incidents at strategic level, working on a rota supported by Principal Officers.
8. Determine and agree project plans and associated resources. To monitor progress, liaise as appropriate and ensure the effective implementation of organisational plans.
9. To develop, implement and monitor quality assurance and information systems to enable the effectiveness and quality of service provision.
10. To analyse, evaluate and communicate information to support decision making.
11. To be an active member of designated working committees and task groups both internally and externally, whilst promoting a positive image of the Service.
12. Manage the delivery of an emergency service and provide strategic leadership.

THESE REFERENCES MAY BE REVIEWED AT ANY TIME DEPENDENT UPON THE REQUIREMENTS OF THE SERVICE AND THE CHIEF FIRE OFFICER.

Supervisory Responsibility

The post holder is directly responsible for functional managers, as allocated from time to time.

Supervision Received

The post holder reports directly to the Principal Officer with whom there is regularly daily contact and by whom overall parameters and objectives are set.

Contacts Outside Own Section

Members of the Service Leadership Team.

Functional managers.

Designated officers of North Wales Fire and Rescue Authority.

Senior officers of other emergency services and partner agencies.

Officials of representative bodies.

Local Government organisations

Local Resilience Forum.

Working Conditions

Daily work will be based at Service Headquarters and other locations within North Wales. There is a requirement to attend meetings, and conferences throughout the United Kingdom.

Person Specification

Qualifications, Knowledge & Experience

Essential

The qualities without which a post holder could not be appointed

Leadership and Management Qualifications:

- Possess a recognised leadership and management qualification at Level 5 or equivalent.

Operational Competence:

- Demonstrate Incident Command competence to ICL3 or equivalent, with extensive experience managing complex incidents.
- Experience of attending Tactical Co-ordination Group with Multi Agency partners in actual or virtual scenarios.

Strategic Thinking:

- Proven ability to support the development and delivery of strategies that align with organisational goals and address community risks.

Experience in Leadership Roles:

- Significant experience in a senior leadership role within a complex organisation, with a track record of delivering results.

Change Management:

- Experience leading and managing change, including the ability to overcome challenges and inspire others during periods of uncertainty.

Communication Skills:

- Exceptional communication skills, including the ability to engage, influence, and build trust with a range of stakeholders at all levels.

Commitment to Inclusion:

- A strong commitment to equality, diversity, and inclusion, with evidence of leading and promoting an inclusive workplace culture.

Collaborative Working:

- Experience building and maintaining partnerships across organisations, sectors, and communities to achieve shared goals.

Decision-Making and Accountability:

- Proven ability to analyse complex information, make informed decisions, and take accountability for delivering results.

Knowledge of Legislation and Policy:

- Comprehensive understanding of relevant legislation, including the Fire and Rescue Services Act, the Well-being of Future Generations (Wales) Act.

Resilience and Adaptability:

- Demonstrate personal resilience and the ability to adapt to and manage pressure in a dynamic and challenging environment.

Commitment to Public Service Values:

- A deep commitment to the principles of public service, including ethical leadership and integrity.

Qualifications and Training:

- Possess relevant professional and operational qualifications for the role, including fire service-specific training.

Aptitudes, Skills & Abilities

Essential

The qualities without which a post holder could not be appointed

Welsh Language

- Welsh language skills – level 3

(External candidates: to be achieved within 2 years of appointment).

Driving Licence

Hold a full current driving licence.

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 3 and the required skills are set out below.

Skill Area	Welsh Language Standards Requirements
Speaking / Listening	Having level 3 skills means that as well as demonstrating level 1 and level 2 spoken Welsh skills you are able to converse partly in Welsh, but turn to English in discussion and to give detailed information. You can understand and respond to general enquiries and describe people and places using simple phrases in Welsh.
Reading	You can understand some informal written Welsh.

Recruitment Timeline

Recruitment Activity	Date
Closing date	09:00 on 31/12/25
Interview Skills Workshop (Optional)	13th January 2026
Interview	21, 22 or 23/01/26

How to Apply

The application form can be found on the [Current Vacancies](#) page of our website.

Completed application forms should be submitted by email to Recruitment@northwalesfire.gov.wales or contact the recruitment team on 01745 535 281 for further information.

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.

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. Thank you.

When completing your application, please familiarise yourself with the Job Description and the Person Specification within the recruitment information pack so you understand the role and what the essential qualifications, skills and attributes for the role are. Whether or not you are shortlisted for an interview is based on the information you provide in your application form.

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

Further information

We are an equal opportunity employer and welcome applications from all parts of the community. We are committed to providing equal opportunities to all staff and applications are encouraged by individuals regardless of age, disability, gender, 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 will respond equally to either language and respond in your language of choice without delay. An application submitted in Welsh will be treated no less favourably than an application submitted in English

Appointments are conditional upon undertaking a Disclosure and Barring Service (DBS) check. Please be aware this check will pick up any spent and unspent convictions or cautions. Security Clearance (SC) is a requirement of this role.

Prior to any formal offers being made successful applicants will be required to undertake a Drug and Alcohol Test.