



Gwasanaeth Tân ac Achub
Fire and Rescue Service

Assistant Chief Fire Officer

Candidate Information Pack

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Welcome from Dawn Docx, Chief Fire Officer

Thank you for your interest in joining North Wales Fire and Rescue Service as our next Assistant Chief Fire Officer. This pivotal role offers an exciting opportunity within our Service Management 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.

Our Service is built on strong values of integrity, inclusion, and public service. We are proud of our track record, but we are equally committed to continuous improvement and innovation as we face the evolving challenges of a modern fire and rescue service. From climate change to societal transformation, we are adapting to new risks while remaining focused on prevention, protection, and response.

We are seeking a dynamic, forward thinking leader with the vision, resilience and emotional intelligence to support our people and our communities. The successful candidate will bring a collaborative, values-led approach to leadership, someone who empowers others, builds trust, and drives a culture of high performance, openness, and accountability.

You will play a key role in our ongoing transformation journey, helping to shape and deliver strategic change, improve service delivery, and support our organisational development goals.

North Wales is a place of remarkable natural beauty and strong communities. Serving here is a privilege, and a responsibility we do not take lightly. If you are ready to take the next step in your leadership journey and are committed to making a real difference, we would be delighted to receive your application.

We look forward to welcoming a new colleague who shares our ambition to make North Wales safer, stronger, and more resilient.

Dawn Docx

Chief Fire Officer

North Wales Fire and Rescue Service



Who we are

North Wales Fire and Rescue Service's purpose is to Prevent, Protect, and Respond. To do this we employ 939 staff in operational and support roles.

We protect approximately 2,400 square miles of North Wales, home to over 700,000 residents and visited by hundreds of thousands annually.

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

North Wales is made up of six distinct counties: Conwy, Denbighshire, Flintshire, Gwynedd, Wrexham, and Ynys Môn (pronounced 'un-iss morn', also known as Anglesey). Each offers its own unique blend of heritage, landscape, and lifestyle, whether you're seeking adrenaline-filled adventure, rich cultural experiences, or simply a better quality of life.

Home to a population of over 700,000, North Wales combines vibrant towns with vast rural areas. Population densities vary widely—from 357 people per square kilometre in Flintshire to just 49 in Gwynedd—posing a diverse range of risks and demands on public services. The North Wales Fire and Rescue Service plays a vital role in meeting these challenges, operating from 44 fire stations across the region. These include wholetime stations in Rhyl, Deeside and Wrexham, day-crewed stations in Colwyn Bay, Caernarfon, Llandudno, Bangor and Holyhead, and 36 retained (on-call) stations serving smaller communities. In addition to emergency response, the Service is strongly focused on prevention and home safety work, helping to keep communities safe and resilient.

North Wales is renowned as one of the most beautiful and varied regions in the UK. Its landscape features everything from expansive sandy beaches and dramatic headlands to peaceful valleys, moorlands and the rugged peaks of Eryri (Snowdonia). Tourism is a key economic driver, with activities ranging from high-octane zip lines, mountain biking and white-water rafting, to relaxed coastal walks, visits to historical sites and time spent in vibrant market towns. The area is also home to four UNESCO World Heritage castles—Conwy, Caernarfon, Harlech and Beaumaris—as well as Roman forts, Celtic settlements, Tudor manor houses, and the industrial heritage sites of the slate quarries and the Pontcysyllte Aqueduct.

Despite its rural character, North Wales benefits from excellent transport connectivity. The A55 expressway and mainline railway stretch across the region, linking to key commercial centres in Chester, Liverpool and Manchester. Rail routes also provide direct services to London, Birmingham and other major UK cities, while Holyhead Port offers ferry access to Ireland.



The food and drink scene is another major asset, with local produce celebrated through farmers markets, food festivals, and a growing number of award-winning producers. From fresh seafood and local lamb to artisan cheeses, ales, gins and wines, the region supports a thriving hospitality sector. Dining options range from fine restaurants and gastropubs to welcoming cafés and traditional tea rooms.

Language and culture are at the heart of life in North Wales. According to the 2021 Census, approximately 18% of Wales' population speaks Welsh, though the figure is significantly higher in counties such as Gwynedd (76%) and Anglesey (66%). Bilingualism is a valued and supported part of daily life, particularly in public services, where residents have the right to communicate in either Welsh or English. North Wales Fire and Rescue Service actively supports staff in developing their Welsh language skills to better serve communities.

Cultural pride is expressed through events such as the Eisteddfod (pronounced “ace-teth-vod”)—a national festival of Welsh language, music, literature and performance. While the language plays a central role, these events are open and inclusive to all. The International Eisteddfod held each August in Llangollen welcomes performers and visitors from around the world, celebrating both local heritage and global arts.

Public service collaboration is a defining feature of regional life. North Wales Fire and Rescue Service is a key partner in the Regional Leadership Board, which brings together senior representatives from the six county councils, Betsi Cadwaladr University Health Board, North Wales Police and other public sector bodies. This forum promotes joint decision-making, stronger services and better outcomes for the region. Additionally, North Wales has its own Local Resilience Forum, Regional Partnership Board, Economic Ambition Board, Public Sector Equality Network and Safeguarding Board, all of which support collaboration across services while recognising the unique character of each local area.

Whether you're thinking of relocating, exploring career opportunities, or simply planning a visit, North Wales offers a remarkable blend of landscape, lifestyle, culture and community spirit.



The Role

We are delighted to offer an exciting opportunity to join North Wales Fire and Rescue Service as an Assistant Chief Fire Officer on a permanent basis. This is a key leadership position within our organisation, and we are seeking exceptional individuals who are passionate about delivering meaningful change, high-performing public services, and strong, values-led leadership.

Following a significant period of change and a recent independent culture review, the Service is embarking on a vital journey of improvement, focused on protecting our communities and prioritising our people. As a member of our Service Leadership Team, you will help shape a new chapter in the organisation's future, bringing vision, integrity and drive to a time of renewal and transformation.

You will report directly to the Chief Fire Officer and work closely with the Fire Authority to ensure strategic objectives are translated into outstanding service delivery. With a current workforce of 939 operational staff, corporate services and support teams operating across 44 fire stations, your leadership will be instrumental in meeting the needs of a diverse and evolving region.

This is a defining moment for the fire and rescue sector. As national and regional priorities continue to evolve, we are looking for leaders who will:

- Deliver strategic impact by providing clear direction, improving outcomes, and aligning operational delivery with our long-term goals and values.
- Build trust and confidence across the organisation by listening, engaging, and supporting all staff to have a voice, thrive, and grow.
- Lead cultural change by promoting a working environment where fairness, respect, and compassion are at the core of everything we do.
- Champion equality, diversity and inclusion (EDI) through visible leadership and by taking clear and measurable actions to foster belonging and better reflect the communities we serve.



- Strengthen partnerships and collaboration with colleagues, communities and key stakeholders—both locally and across Wales—to deliver joined-up public services.
- Act with courage and integrity in navigating complexity, managing performance, and upholding high standards of ethical leadership.

We are seeking applicants who not only bring a track record of strategic delivery and continuous improvement, but also demonstrate emotional intelligence, political acumen, and the personal resilience to lead in a fast-changing environment. You will be an inclusive leader who can build consensus, drive accountability and inspire a shared sense of purpose.

In return, you will join an organisation committed to your professional growth and well-being, with access to strong support networks, leadership development, and opportunities to make a tangible and lasting impact.

You will be expected to contribute to the delivery of our Community Risk Management Plan (CRMP) and ensure our work aligns with the National Framework for Fire and Rescue Services in Wales, as well as the Well-being of Future Generations (Wales) Act—ensuring that our services remain sustainable, inclusive, and fit for the future.

This post is politically restricted under the Local Government and Housing Act (1989). The successful applicant will be required to undergo a standard Disclosure and Barring Service (DBS) check, police vetting, and security clearance. Strategic command training will be provided for those who do not already hold this experience.

You will also be required to provide strategic cover as part of the Principal Officer rota and be based at our Headquarters in St Asaph. Candidates will need to live in, or have a base in North Wales, and we are happy to support relocation where required.

This is more than a senior role, it's a rare opportunity to shape the future of a service, influence cultural change, and help make North Wales a safer and stronger place to live, work and visit.



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. Assistant Chief Fire Officer £114,800 - £117,294 per annum (Pay Award Pending).
- Provided vehicle
- Access to an employer contributory pension Scheme.
- Generous annual leave entitlement, 35 working days per annum, plus public holidays
- Relocation support if required

Professional Development:

- Tailored development to grow your leadership and technical capabilities 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 Principal Officer 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 Managing Executives. Specifically, this may entail an element of unsociable hours outside of normal office hours (including Saturday and Sunday if required), and the authority have taken this into account in determining the Brigade Manager salary scale.

Location

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



Selection process overview

If your application is successfully shortlisted, you will be invited to attend the following selection process. Shortlisted candidates will be required to attend all stages of the process before a decision is made to appoint the successful candidate.

Psychometric Assessment

Shortlisted candidates will be invited to complete a series of psychometric assessments designed to evaluate cognitive ability, leadership behaviours, and personal attributes relevant to senior leadership roles. These assessments help us to build a well-rounded picture of each candidate's suitability for the position and inform the final interview process. Full instructions will be provided, and all assessments will be conducted through a secure online platform.

Media Assessment

As a senior leader, the ability to effectively communicate with the media and public is essential. Candidates will take part in a media assessment simulating a high-profile or sensitive incident. This may include a mock interview or press briefing scenario. The purpose of the assessment is to evaluate your communication style, clarity, and confidence under pressure. Preparation materials will be provided in advance.

Written Report

Shortlisted candidates will be required to write a written report on a given topic in the format of a Fire Authority paper. Candidates will be asked to submit this report ahead of the Member Appointments Panel.



Member Appointments Panel and Presentation

Shortlisted candidates will be required to submit a report on a given topic and to present this report to the Appointments Panel. Candidates will be interviewed by the panel and will deliver a formal presentation on their report. This is a formal presentation and interview and is your opportunity to explain to our Elected Members why you should be selected for the role.

Reasonable Adjustments

If you would like to request arrangements that will assist you in completing the selection process, it is important to notify us of these in advance. Please email elin.hughes@northwalesfire.gov.wales for support or information.

Following Selection

The successful candidate will be issued with a conditional offer and will undergo pre-employment checks including medical clearance, DBS check, a National Security and Police Vetting check, professional qualification checks and references prior to issue if a formal offer of employment. Feedback will be provided to candidates once the process has concluded.



Job Description

Post Title	Assistant Chief Fire Officer
Department	Executive Board
Reports to	Chief Fire Officer

Overall Job Purpose

To work with Members of the Fire and Rescue Authority and the Chief Fire Officer to lead, plan and deliver the Authority's corporate and service priorities. As a Principal Officer of the Service take the lead and overall management accountability of allocated divisions of responsibility.

To support and deputise for when required, Executive Board Colleagues in providing strategic leadership to shape and direct the provision of the Service within North Wales Fire & Rescue Service, in terms of managing the overall coordination of activities of the Service and optimising the use of resources

As a member of the Executive Board to be responsible for the management and direction of North Wales Fire and Rescue Service to ensure that the Fire and Rescue Authority fulfils its statutory and non-statutory obligations to the Community.

To fulfil the role of "Gold Commander" at multi-agency incidents and/or assume command to resolve emergency operational incidents within the National Incident Command System

To act as a role model and represent NWFRS at strategic meetings, liaising with stakeholders, locally and nationally to secure the best outcomes for the public of North Wales.

Principal Duties And Responsibilities

1. Deputise for the Chief Fire Officer and Deputy Chief Fire Officer as and when required.
2. Work with the Service Leadership Team in creating a compelling vision and set the strategy for the organisation to fulfil the statutory responsibilities of the Fire and Rescue Authority in meeting the safety needs of the community.
3. Assist the Chief Fire Officer to identify, justify and secure the resources needed to address the financial challenges faced and discharge the strategic aims of the Fire and Rescue Authority in meeting the agreed objectives of the Service.
4. Act as a Senior Responsible Officer (SRO) for complex change management projects to bring about continuous improvement and undertake organisational development.
5. Provide strategic leadership and support to emergency fire and rescue service operations, attending multi agency incidents providing gold command, support and guidance as appropriate and in accordance with service policy.
6. Assume incident command at emergency incidents.
7. Support an inclusive, internal structure that values staff and encourages a motivated workforce

8. Act as a role model for leadership, change and inclusion; inspire people to behave in a way which is supportive of an inclusivity conscious and learning culture, which is in line with the Service's Core Values.
9. Ensure the delivery of a customer focused service, which meets the needs of the community, improves service delivery and reduces risk to the community.
10. Work with Welsh Government Ministers and their officials to aid decision making and develop national fire and rescue policy.
11. Attend meetings, prepare and present reports to the Service Leadership Team, Fire and Rescue Authority, and provide support to elected members as required.
12. Identify challenges and problems and work towards successful resolution
13. Demonstrate clear commitment to ensuring the organisation's Health and Safety responsibilities are actively addressed, in accordance with the roles and responsibilities identified in the Health and Safety Policy, to maintain a safe and productive working environment, and proactive health and safety culture.
14. Secure the resources needed to discharge the duties of the area of responsibility. Ensure financial management and monitoring responsibilities are effectively undertaken.

Contacts Outside Own Section

Liaison with all internal employees and departments plus a wide range of external stakeholders

Other

Safeguarding is the responsibility of all staff, and everyone is expected to be vigilant and proactive in ensuring the safety and well-being of others.



Person Specification

Qualifications Knowledge & Experience

Essential

The qualities without which a post holder could not be appointed

Experience as an Area Manager or above in a Local Authority Fire and Rescue Service.

Degree level qualification in managerial or other appropriate subject relevant to the post

Proven competence of Strategic Incident Command at level 4

Desirable

Extra qualities which can be used to choose between candidates who meet all the essential criteria

Successful completion of Executive Leadership Programme (ELP) or equivalent

Skills & Abilities

Essential

The qualities without which a post holder could not be appointed

A clear understanding of the Authority's economic, legal, technological and environmental context in terms of government, stakeholders and the community.

Thorough knowledge of the political and financial frameworks that the Fire and Rescue Service operates within.

Comprehensive knowledge and understanding of the current and future challenges facing fire and rescue services within Wales and the U.K.

Knowledge/experience of leading strategic change.

Effective written communication skills to be able to write complex policy and reports.

Effective public relations and media management skills

Leadership skills with the ability to establish and sustain productive relationships based on trust, respect and credibility

Effective verbal communication skills with the ability to communicate complex messages in a straight-forward way
Can demonstrate integrity and the positive promotion of inclusion within an organisation
Personal integrity and authenticity with the ability to demonstrate respect when dealing with people
Project and promote a controlled and focused attitude that shows confidence and personal resilience
Experience of dealing with Politicians, elected members and stakeholders at a strategic management level.
Experience of leadership and management of business critical issues at a strategic level.
Experience of building successful teams and developing and mentoring individuals to achieve objectives.
Management of complex major project from conception to completion
Strategic/senior-level financial management including prioritisation and resource allocation
Experience of risk critical multi-agency working, for example Local Resilience Forum
Effective use of consultation and negotiation skills.
Ability to speak and write Welsh to a level 3 standard or commitment to undertake training to acquire those skills

Other Relevant Requirements

Essential

The qualities without which a post holder could not be appointed

A current full driving licence

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

Welsh Language Skills

Level 3

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	<ul style="list-style-type: none">• Able to understand the gist of conversations in work.• Able to respond to simple job-related requests and requests for factual information.• Able to ask simple questions and understand simple responses.• Able to express opinions in a limited way as long as the topic is familiar.• Able to understand instructions when simple language is used.

Reading/ Writing

- Able to understand factual, routine information and the gist of non-routine information on familiar matters related to own job area e.g. in standard letters, leaflets
- Able to write short work-related informal correspondence, utilising software for checking grammar and spelling.

Other

- Understand our Service commitments in compliance with [Welsh Language Standards](#).
- Work with the Welsh Language Officer to ensure compliance with Standards.

A short Welsh assessment will be undertaken at the start of employment and applicants who don't already speak Welsh to level 3 will have 12 months from appointment to the role to attain this and will be supported to achieve this within agreed timescales.



Recruitment Timeline

Recruitment Activity	Date
Closing date:	09:00 on 09/06/2025
Candidates will be contacted:	Week commencing 09/06/2025
Assessments:	Week commencing 17/06/2025
Member Appointments Panel:	Week commencing 23/06/2025

How to Apply

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

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 Christine Walker at christine@novelushrandrecruitment.co.uk

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 recruitment@northwalesfire.gov.wales.

If you have any questions regarding this role or would like an informal chat before applying please call or email Christine Walker on 07815 660229 or christine@novelushrandrecruitment.co.uk.

Further information

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.