



Gwasanaeth Tân ac Achub
Canolbarth a Gorllewin Cymru

Mid and West Wales
Fire and Rescue Service

JOB APPLICATION PACK

mawwfire.gov.uk



Introduction

Dear Applicant,

Thank you for your interest in joining Mid and West Wales Fire and Rescue Service.

My vision is for our Service 'to be a world leader in emergency response and community safety.' Whilst we have a proud track record of achievement, we know that there is always room for improvement.

When people think of a career in the Fire and Rescue Service, they tend to think of Firefighters responding to emergency incidents, but it's not just Firefighters who make mid and west Wales a safer place.

Behind the operational scene, the Service has a large range of other posts within different departments which are either office based or in our workshops, and we employee people in professional, technical, and administrative roles.

Without corporate support functions in place to provide the systems, processes and technology, the Service would not be able to deliver the best possible service to our communities.

If you're looking for a career with variety, a challenge, and opportunities for progression, along with all the benefits you'd expect from a key public service organisation, then why not consider joining us in one of our specialist or administrative support functions.

Thank you and good luck



Roger Thomas
Chief Fire Officer, *Head of Paid Service*



EIN GWELEDIGAETH

I ddarparu'r gwasanaeth gorau posibl i gymunedau Canolbarth a Gorllewin Cymru.

OUR VISION

To deliver the best possible service for the communities of Mid and West Wales.

#EichGTACGC

#YourMAWWFRS



BEHAVIOURS

- ✓ Be Accountable
- ✓ Be Respectful
- ✓ Demonstrate Integrity
- ✓ Be Impartial
- ✓ Be Ethical

Candidates will be assessed against these behaviours throughout the recruitment process.

ENABLERS



Our people



Leadership and Management:
Governance, decision making
and continuous improvement



Financial
Resilience



Corporate Social
Responsibility

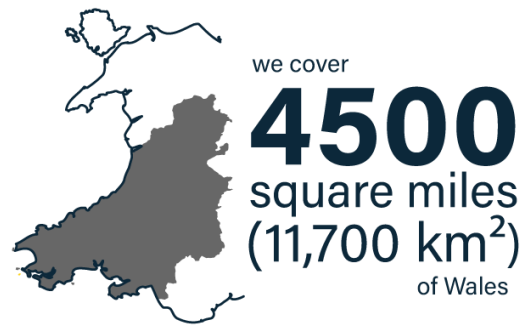


Digital and Information
Communications
Technologies Strategy



Partnerships and
Collaboration

About the Service



The Service was created in 1996 by the Local Government (Wales) Act 1994, following the merger of Dyfed, Powys and West Glamorgan Fire Brigades. Mid and West Wales Fire and Rescue Service covers the following County Council areas:



Cyngor Castell-nedd Port Talbot
Neath Port Talbot Council



Cyngor Sir Gâr
Carmarthenshire
County Council



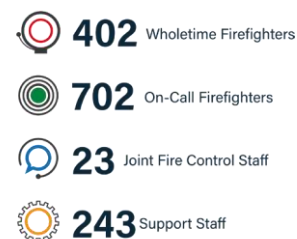
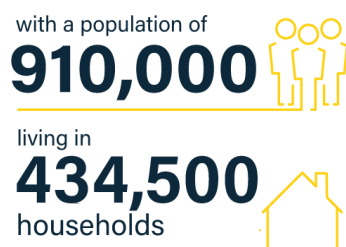
Powys

The Service makes up almost two-thirds of Wales, covering a predominantly rural area of 11,700 km² (4,500 square miles), with 650km of coastline. With its Headquarters in Carmarthen, the Service employs 1300 staff, with a little over a 1100 of those based in one of 58 stations spread across three Divisions. The Service has the third highest population sparsity in England and Wales and there are 900,000 people that live within our Service area. This number increases to over 2 million as a result of tourism through the summer months.

It is the third geographically largest Fire and Rescue Service in the United Kingdom, behind the Scottish and Northern Ireland Fire and Rescue Services. This in itself presents a range of different challenges.

There are a variety of risks found within the Service area, ranging from the petrochemical industries in Milford Haven, to the risks associated with heavily populated areas such as Swansea and Neath Port Talbot. There is also a large farming community and many other light industries throughout the area.

These, together with an extensive coastline and inland waterways, form some of the specialised risks found within the Service.





Benefits

Working for the Service opens the door to a whole portfolio of benefits which can enhance your lifestyle both now and into the future.



Competitive rates of pay -
recently reviewed to ensure fairness across all roles; with annual increments to the top of your salary band, as you build knowledge and experience.



Local Government Pension scheme -
A generous pension scheme, with the Service making a substantial contribution (currently 15.2%) to funding your retirement, as well as the option to increase your benefits by purchasing additional pension or investing in Additional Voluntary Contributions (AVC).



Generous Annual leave -
26 Days plus bank holidays, going up to 33 days after 5 years employment.



Flexi Scheme -
Opportunity to flex your working hours to help accommodate life outside of work.



Free on-site parking



Cycle to Work



Staff Discount scheme



Health and Wellbeing

- Access to Blue Light Card discount scheme
- Car Leasing Salary Sacrifice scheme
- Let's Connect IT equipment loan scheme
- Sports and Social Club
- Firefighters Charity



A Working Environment Shaped by our Values

Committed to Equality and Diversity -

Equality, diversity and inclusion is at the heart of what we do as a Service and are values which sit at the core of our organisational processes, practices and culture.

As a service, we are committed to identifying, understanding, and eliminating all barriers that prevent access to services, information, and employment.

The Service currently has a small number of internal employee networks / forums in place, which play an active role in:

- Championing issues for employees;
- Contributing to the organisation's diversity and inclusion agenda;
- Advising on policy development;
- Improving the work environment for employees

Committed to reducing our Environmental Impact



We recognise that our operations have an effect on the global and local environment and are committed to minimising adverse environmental impacts within financial, operational and resource constraints.

In our race to Net Zero Carbon Status by 2030, the Service has set itself targets that align with the Welsh Government route map for decarbonisation across the Welsh public sector.

The Service has achieved Level 5 Green Dragon Environmental Standard accreditation for the 8th year in a row.

#CARBONZERO30



Job Profile

Salary:£33,366 - £35,235.....

ABOUT THIS JOB

A challenging and exciting opportunity exists for the right person to form part of Mid and West Wales Fire and Rescue Service's Corporate Communication and Business Development team in the post of Digital Marketing Officer.

The successful individual will be responsible for the design, development and delivery of appropriate communications and marketing campaigns. They will also contribute to the delivery of Service events on behalf of the department, ensuring a consistent approach to branding, styling and presentation.

As a key part of our communications and engagement team, the successful candidate will also have day-to-day requirements to maintain effective relationships with the media, emergency services and partner agencies; and support the Service's press and media functions, including logging enquiries; researching and writing press releases; facilitating media enquiries; and monitoring and evaluating media activity.

The post is likely to appeal to an individual seeking the opportunity to create high-quality content and communicate clearly and conscientiously to a wide range of internal and external stakeholders.

The Person

Suitable applicants will have a creative and problem-solving approach. You will need to think creatively and channel the energy and commitment of colleagues to inspire positive performance, and design forward-thinking and audience led campaigns which make a positive impact on the communities we serve.

You will have the skills and aptitudes to operate effectively and be able to provide examples of where your professional involvement has made a positive difference. If you are highly organised, and a confident communicator with sound judgement and adaptability, this is an opportunity to drive forward an exciting program of development for the fire and rescue service, in an area that offers excellent working and living conditions.

The successful applicant will be based at Fire Service Headquarters in Carmarthen, which administers 58 fire stations and 1300 staff with a budget of over £63 million. Mid and West Wales provides a beautiful environment in which to live and work, and the opportunity for a high quality of life.



Job Description

TITLE OF POST:	Digital Marketing Officer
RANK/ROLE:	Grade 7
POST REFERENCE:	
LOCATION:	Service Headquarters, Carmarthen
RESPONSIBLE TO:	Press and Communications Manager
MAIN PURPOSE OF JOB:	To develop and deliver innovative marketing campaigns for Mid and West Wales Fire and Rescue Service which support and endorse the work of the Service and its reputation.



SCHEDULE OF RESPONSIBILITIES

RESPONSIBLE TO

1. To assist the Corporate Communications and Business Development Manager in managing the Service's press and media functions, including logging enquiries; researching and writing press releases; facilitating media enquiries; and monitoring and evaluating media activity, including providing daily media monitoring updates to members of the Senior Management Team.	Press and Communications Manager
2. To assist the Corporate Communications and Business Development Manager in maintaining effective relationships with the media, emergency services and partner agencies and in keeping the media-stakeholder list up to date.	Press and Communications Manager
3. To deliver innovative and digitally focused campaigns which support and endorse the work of the Service and enhance its reputation.	Press and Communications Manager
4. To assist the Press and Communications Manager in compiling marketing/communications plans.	Press and Communications Manager
5. To write and produce marketing material, with the Graphic and web Designer, for the Service's campaign programme, liaising with the relevant departments to update content as necessary.	Press and Communications Manager
6. To deliver and manage the Service's Social Media Strategy and forward planning social media engagement activity.	Press and Communications Manager
7. To provide best practice advice, training and guidance to members of staff and elected members on communication and marketing issues.	Press and Communications Manager
8. To work with internal departments and Divisions/Stations to publicise events and community safety messages.	Press and Communications Manager
9. To research and provide appropriate copy for all internal and external communication channels	Press and Communications Manager



10. To provide support for the planning and organising of corporate events.	Press and Communications Manager
11. To coordinate the Service's photography requirements and maintain the photographic library.	Press and Communications Manager
12. To coordinate the Service's videography requirements.	Press and Communications Manager
13. To undertake other duties reasonably falling with the purview of the post and agreed to be appropriate to the reference.	Press and Communications Manager



Personal Specifications

TITLE OF POST:	Digital Marketing Officer
LOCATION:	Service Headquarters, Carmarthen
GRADE:	7
DEPARTMENT:	Corporate Communications and Business Development

QUALIFICATIONS/VOCATIONAL TRAINING/ COMPETENCES

ESSENTIAL

DESIRABLE

ASSESSMENT

1. Qualification to Degree level (or equivalent) in Marketing, Public Relations, Media Studies, Business Administration/Studies and/or appropriate experience.	✓		Application form and interview
2. Professional Qualification from the Chartered Institute of Marketing or Chartered Institute of Public Relations.		✓	Application form and interview
3. Current Driving License	✓		Application form and interview

KNOWLEDGE

4. Knowledge and understanding of internal and external communication methods and tools, including the use of effective digital advertising and social media analytics.	✓		Application form and interview
5. Knowledge and understanding of the services provided within the Corporate Communications and Business Development department, including Fire Authority, Welsh Language and Corporate Events.		✓	Application form and interview
6. Understanding of Data Protection principles and issues relating to disclosure of personal information			Application form and interview
7. An awareness of Welsh Language requirements for the Public Sector.	✓		Application form and interview
8. Knowledge and understanding of internal and external communication methods and tool, including the use of effective digital advertising and social media analytics.	✓		Application form and interview



EXPERIENCE

ESSENTIAL

DESIRABLE

ASSESSMENT

9. Proven experience in Media Relations, Public Relations and/or Local Government.	✓		Application form and interview
10. Relevant and proven experience of developing public relations, dealing with the media, producing copy for different tools and stakeholders, and event management.	✓		Application form and interview
11. Experience of developing and implementing marketing / campaign strategies to support specific initiatives.	✓		Application form and interview

JOB RELATED / PERSONAL SKILLS

12. Experience in Microsoft Office packages and various other software packages.	✓		Application form and interview
13. Excellent written and verbal communication skills.	✓		Application form and interview
14. Ability to work to agreed strategies.	✓		Application form and interview
15. The ability to interpret and extract information from different and often complex sources, and turn complex material into succinct, relevant, engaging copy.	✓		Application form and interview
16. The ability to advise, influence and often persuade others, often at senior levels.	✓		Application form and interview
17. The ability to work under pressure to tight deadlines, often having to prioritise to meet unexpected or changing workload.	✓		Application form and interview



COMMUNICATION SKILLS

18. Welsh written and verbal skills	✓		Application form and interview
19. English written and verbal skills	✓		Application form and interview
20. Good interpersonal and communication skills at all levels	✓		Application form and interview



In line with the Service's Recruitment and Selection procedure, a standard disclosure is required as a minimum for all roles.

Certain roles will be subject to increased levels of DBS check, dependent on the duties and responsibilities of the role, and as designated by the relevant Head of Command or Department.

Where a requirement for a higher level of DBS check has been identified the level and justification for this is specified below:

LEVEL:Standard

JUSTIFICATION:

PREPARED BY:
Corporate Communication and Business Development

DATE:
October 2015



How to Apply

The information provided on the application form is key information that will be used in the short listing process. It is therefore important that the guidance notes below are followed when completing the application form. This will ensure all the relevant information is available to make a decision on whether you will be short listed for interview. Short listing will involve assessment of the details provided on the application form against the criteria outlined in the Person Specification provided.

Applications will be accepted in other formats where an applicant has difficulty completing the standard form as a result of disability.

What happens after you've sent in your application?

Once we've received your application, we will separate the equal opportunities monitoring form which will not form part of the selection process and will send the application form only to the shortlisting department. We will send an acknowledgement of receipt to all applicants.

Your application will then be assessed against the criteria (in a person specification) and the shortlisting panel will decide whether it can be shortlisted.

If you are not shortlisted for interview, you will be advised in writing, usually within six weeks of the closing date. If you have not heard from us by then, please contact us.

If you are shortlisted for interview, you will receive an email from us usually within 2-3 weeks of the closing date, advising the date, time and location of the interview. The email will also include details of assessment testing which is to be carried out and will continue the documentation which you are required to bring with you, if applicable to the role.



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