



Gwasanaeth Tân ac Achub  
Canolbarth a Gorllewin Cymru

Mid and West Wales  
Fire and Rescue Service

# JOB APPLICATION PACK

[www.mawwfire.gov.uk](http://www.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 deliver the best possible service for the communities of Mid and West Wales.'* 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 employ 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



A stylized, handwritten signature in black ink that reads 'Craig Flannery'.

**Craig Flannery**  
Chief Fire Officer



## 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

## ENABLERS



Our people



Leadership and Management: Governance, decision making and continuous improvement



Financial Resilience



Corporate Social Responsibility



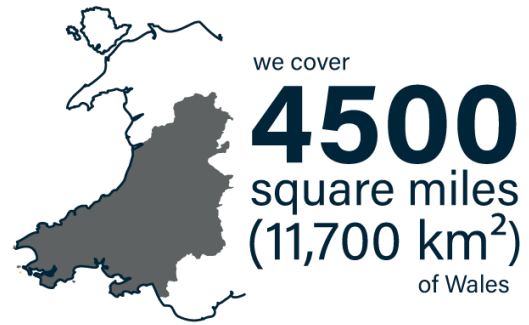
Digital and Information Communications Technologies Strategy



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:

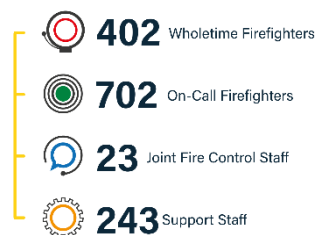
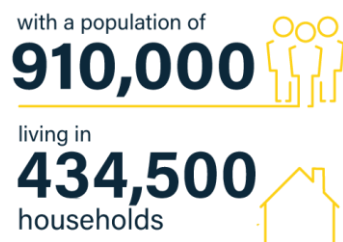


The Service makes up almost two-thirds of Wales, covering a predominantly rural area of 11,700 km<sup>2</sup> (4,500 square miles), with 650km of coastline. With its Headquarters in Carmarthen, the Service employs 1300 staff, with a little over a 1100 of those based in one of 58 stations spread across 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
- Subsidised canteen facilities
- Sports and Social Club
- Firefighters Charity



# A Working Environment Shaped by our Values

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## 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: £54,495 – 56,593

The Deputy Head of Corporate Communications plays a pivotal leadership role within Mid and West Wales Fire and Rescue Service, helping to protect and enhance the Service's reputation, strengthen public confidence, and ensure clear, inclusive and effective communication with staff, partners and the communities we serve.

Working closely with the Head of Corporate Communications, the postholder will support the design, delivery and continuous improvement of the Service's Communications and Engagement Strategy, ensuring alignment to the Community Risk Management Plan 2040 and wider organisational priorities. The role provides day-to-day leadership across media relations, digital communications, internal communications, creative services and bilingual content, ensuring that outputs are high-quality, accessible and reflective of the Service's values and vision.

A key element of the role is supporting the Service's statutory duties under the Welsh Language (Wales) Measure 2011 and ensuring practical, consistent compliance with the Welsh Language Standards. The postholder will actively champion and help embed a confident and positive bilingual culture, ensuring that communications, campaigns and visual materials uphold linguistic equality and enhance the Service's bilingual identity.

The Deputy Head will also lead and motivate members of the Corporate Communications team, including the Graphic Design function. This includes providing creative direction, managing competing priorities, fostering professional development, and maintaining high standards of brand integrity, visual communication and accessibility.

The role requires a proactive, politically aware and highly organised communications professional who can work at pace, manage sensitive issues with discretion, and provide sound, evidence-based advice to senior leaders. The postholder will also act as deputy communications lead during major incidents or business continuity events, supporting multi-agency partners and ensuring the Service fulfils its warning and informing responsibilities.

This is an exciting opportunity for a skilled communicator and leader to help shape how the Service engages with its workforce and communities, strengthening trust, visibility and public understanding of our work across one of the largest Fire and Rescue Service areas in the UK.

## The Person

The ideal candidate will hold a relevant degree or equivalent experience, with strong knowledge of communications strategy, branding, stakeholder engagement, and public affairs. Essential experience includes leading communications in a public sector environment, managing campaigns, media relations, and leading staff, alongside excellent IT skills, strategic thinking, and high professional integrity. Commitment to equality, diversity, and the Service's vision is vital, as is flexibility to work outside normal hours and travel. Welsh language skills are essential in this role.



# Job Description

<b>TITLE OF POST:</b>	Deputy Head of Corporate Communications
<b>RANK/ROLE:</b>	Grade 13
<b>LOCATION:</b>	Service Headquarters, Carmarthen
<b>RESPONSIBLE TO:</b>	Head of Corporate Communications
<b>MAIN PURPOSE OF JOB:</b>	<p>The Deputy Head of Corporate Communications will support the Head of Corporate Communications in delivering the Service’s strategic communications, brand management, and public engagement functions.</p> <p>The postholder will:</p> <ul style="list-style-type: none"><li>▪ Contribute to developing and implementing the Communications and Engagement Strategy.</li><li>▪ Support the management of the Service’s reputation, brand identity, and corporate messaging.</li><li>▪ Lead day-to-day coordination of communications activity, including media relations, digital content, internal communications and Welsh Language Standards compliance.</li><li>▪ Oversee major incident communications when required and act as deputy lead for Warning &amp; Informing responsibilities.</li><li>▪ Provide professional communications advice to senior leaders, ensuring the department maintains a high-quality, responsive, and proactive service.</li><li>▪ ensuring the Service meets its statutory duties under the Welsh Language (Wales) Measure 2011, including the practical implementation and ongoing monitoring of the Welsh Language Standards.</li></ul> <p>This is a leadership role that involves operational responsibility for communications delivery, managing staff, overseeing workload prioritisation, and ensuring continuous improvement of communication systems and platforms.</p>



## SCHEDULE OF RESPONSIBILITIES

## RESPONSIBLE TO

1. Support the Head of Corporate Communications in delivering the Communications and Engagement Strategy and ensuring alignment with the Community Risk Management Plan (CRMP) 2040.	Head of Corporate Communications
2. Provide strategic, ethical, and pragmatic communications advice to senior leaders and internal stakeholders.	Head of Corporate Communications
3. Contribute to horizon scanning, identifying risks, opportunities, emerging trends and best practices across the UK Fire and Rescue Sector.	Head of Corporate Communications
4. Deputise for the Head of Corporate Communications when required, including attendance at strategic and operational level meetings.	Head of Corporate Communications
5. Lead day-to-day corporate communications activity, ensuring a coordinated approach across media, digital platforms, campaigns, and internal communications.	Head of Corporate Communications
6. Manage responses to media enquiries, developing strong relationships with journalists and ensuring accurate, timely external messaging.	Head of Corporate Communications
7. Oversee the delivery of high-quality digital content across the website, intranet and social media channels, ensuring innovation, accessibility and user focus.	Head of Corporate Communications
8. Support the planning and delivery of engagement campaigns, public safety messaging and behaviour change initiatives.	Head of Corporate Communications
9. Act as deputy lead for major incident communications, including coordinating multi-agency communications when MAWWFRS is the designated lead.	Head of Corporate Communications
10. Support internal communications programmes that promote staff engagement, organisational culture and awareness of Service priorities.	Head of Corporate Communications



11. Ensure internal messages are timely, accessible, inclusive and aligned to Service values and behaviours.	Head of Corporate Communications
12. Advise leaders on staff engagement approaches and support cross-service communication.	Head of Corporate Communications
13. Support the Head of Corporate Communications in upholding brand standards, tone of voice and visual identity across all outputs.	Head of Corporate Communications
14. Provide clear, proactive leadership to the Graphic Design team, ensuring all design outputs across the Service are professional, visually consistent, bilingual and aligned to the Service's brand identity.	Head of Corporate Communications
15. Collaborate with designers to develop campaigns, public safety materials, digital graphics, infographics, printed assets and visual content that strengthen public understanding, enhance engagement and support organisational priorities.	Head of Corporate Communications
16. Oversee the planning, prioritisation and quality assurance of all design work, ensuring efficient workflows, realistic deadlines and effective resource allocation across multiple competing projects.	Head of Corporate Communications
17. Act as a proactive ambassador for bilingualism across the Service, helping embed a positive, inclusive and confident bilingual culture internally and externally.	Head of Corporate Communications
18. Support the Head of Corporate Communications in ensuring the Service meets its statutory duties under the <i>Welsh Language (Wales) Measure 2011</i> , including the practical implementation and ongoing monitoring of the Welsh Language Standards.	Head of Corporate Communications
19. Champion the use of Welsh across all communication channels, promoting linguistic choice for staff and the public and ensuring that all corporate materials, campaigns and digital content are planned and delivered bilingually to the highest standard.	Head of Corporate Communications



20. Ensure robust processes and quality assurance mechanisms are in place so that translations, bilingual content and customer-facing interactions meet legal requirements and reflect the Service's commitment to language integrity.	Head of Corporate Communications
21. Provide day-to-day leadership and supervision to team members, allocating tasks, managing workload, and supporting professional development.	Head of Corporate Communications
22. Identify skills gaps and training needs, supporting continuous improvement and professional growth across the team.	Head of Corporate Communications
23. Foster a positive, collaborative team environment built on trust, inclusion and Service values.	Head of Corporate Communications
24. Support the Head of Corporate Communications in developing departmental business plans and reporting against performance measures.	Head of Corporate Communications
25. Contribute to budget monitoring, ensuring responsible and efficient use of resources.	Head of Corporate Communications
26. Produce reports, presentations and updates for committees, leadership groups and partners as needed.	Head of Corporate Communications
27. Promote and implement the Authority's health & safety, equality & diversity, information security and safeguarding policies.	Head of Corporate Communications
28. Ensure communications business continuity arrangements are maintained and tested.	Head of Corporate Communications
29. Undertake additional duties that fall within the scope of the post.	Head of Corporate Communications



**MID AND WEST WALES FIRE AND RESCUE SERVICE**

**PERSON SPECIFICATION**

<b>POST TITLE</b>	Deputy Head of Corporate Communications
<b>LOCATION</b>	Service HQ, Carmarthen
<b>GRADE</b>	13
<b>DEPARTMENT</b>	Corporate Communications
<b>DBS CHECK</b>	Standard

Please ensure you address each of the following requirements in your Application Form as they will be used for shortlisting purposes. You should provide clear evidence that demonstrates you meet each area based on your skills, knowledge, experience and abilities relevant to the post.

<b>Factor</b>	<b>Evidence</b>	<b>Essential/ Desirable</b>	<b>Assessment Method</b>
<b>Qualifications</b>	Degree or professional qualification in communications, PR, journalism, marketing or related discipline.  Management and Leadership training  Welsh language skills (Level 3)	Essential*  Essential*  Desirable	<b>Application form and Certificates</b>
<b>Knowledge</b>	Strong understanding of the Welsh Language (Wales) Measure 2011 and its relevance to a large public-sector organisation, including the practical application of the Welsh Language Standards and their implications for communications, service delivery and organisational culture.  Strong understanding of communications, strategy, campaign planning and evaluation  Knowledge of media relations, digital communications, branding and tone of voice.  Understanding of visual communication, branding principles, accessibility in design, and the role of creative assets in public-sector engagement.  Understanding of stakeholder engagement and public sector communications.  Knowledge of warning and informing responsibilities in major incidents.	Essential*  Essential*  Essential*  Essential*  Desirable	<b>Application form and Interview</b>



<p><b>Experience</b></p>	<p>Experience delivering corporate communications within a public sector or emergency services environment</p> <p>Managing media relations, including drafting statements and handling press enquiries</p> <p>Experience producing content across digital channels and managing social media at scale</p> <p>Experience delivering internal communications and staff engagement</p> <p>Supervising or managing staff</p> <p>Experience supporting or implementing Welsh Language Standards within an organisation, including planning, producing or quality-assuring bilingual materials.</p> <p>Budget management or monitoring</p> <p>Experience supporting major incident communications or multi-agency working</p>	<p><b>Essential*</b></p> <p><b>Essential*</b></p> <p><b>Essential*</b></p> <p><b>Essential*</b></p> <p><b>Essential*</b></p> <p><b>Essential*</b></p> <p>Desirable</p> <p>Desirable</p>	<p><b>Application form and Interview</b></p>
<p><b>Job Related / Personal Skills</b></p>	<p>Commitment to working within Social Partnership principles as defined by the Social Partnership Public Procurement (Wales) Act 2023</p> <p>Commitment to promoting and modelling a confident bilingual culture across the Service and supporting colleagues to engage positively with Welsh language requirements.</p> <p>Commitment to continuing professional development</p> <p>Have excellent IT skills, able to understand and utilise alternative IT systems, digital and social media platforms</p> <p>Able to assess complex and detailed information and consolidate into strategies, with sound judgment and reasoning.</p> <p>Ability to work flexibly and meet the communications needs of a dynamic Fire and Rescue Service</p> <p>Show awareness of and be responsive to politically sensitive and other sensitive and confidential issues; be patient, tactful and diplomatic.</p> <p>High level of professional integrity and discretion</p> <p>Demonstrate effective advice/direction to Executive leaders within an organisation</p>	<p><b>Essential*</b></p> <p><b>Essential*</b></p> <p><b>Essential*</b></p> <p><b>Essential*</b></p> <p><b>Essential*</b></p> <p><b>Essential*</b></p> <p><b>Essential*</b></p> <p><b>Essential*</b></p> <p><b>Essential*</b></p>	<p><b>Application form and Interview</b></p>



	Commitment to MAWWFRS Community Risk Management Plan, Vision and Behaviours	<b>Essential*</b>	
	Proven commitment to equality, diversity, inclusion and safeguarding practices within the workplace.	<b>Essential*</b>	

<b>Other</b>	Be willing to undertake further training as required.	<b>Essential*</b>	<b>Application form and Interview</b>
	Flexible in approach – be willing to work outside of normal working hours as required	<b>Essential*</b>	
	Be willing to travel – have a current driving license.	<b>Essential*</b>	
	Able to meet the criteria of a strategic manager aligned to the Fire Service National Core Code of Ethics, NFCC Leadership Framework and MAWWFRS Behaviours	Desirable	



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:**

**DATE REVIEWED:**



# How to Apply

Closing Date: 10 June 2026

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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