



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.

Our vision is 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, we 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 professional support functions.

Thank you and good luck



Iwan Cray
Deputy 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

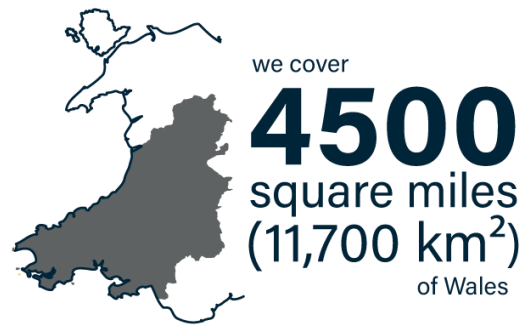


Digital and Information Communications Technologies Strategy



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:



Cyn gor Castell-ne dd Port Talbot
Neath Port Talbot Council



Cyn gor Sir Gâr
Carmarthenshire
County Council



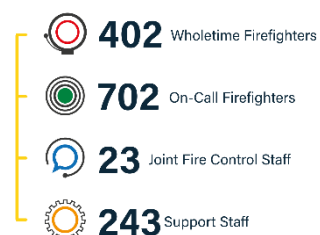
Powys

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 because 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 of 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
- Canteen facilities
- 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.

We currently have 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: £62,074 - £64,243

ABOUT THIS JOB

The role of Head of Corporate Communications for Mid and West Wales Fire and Rescue Service is a leadership role responsible for managing the Service's reputation, brand identity, and all aspects of corporate communications.

The postholder will design and deliver the Communications Strategy, oversee media relations, internal communications, and digital platforms, and ensure compliance with Welsh Language Standards. Key responsibilities include advising the Executive Leadership Team, driving cultural change, expanding the Service's digital presence, and managing a departmental budget.

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 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 desirable, and leadership qualifications are advantageous.



Job Description

TITLE OF POST:	Head of Corporate Communications
RANK/ROLE:	Grade 15
POST REFERENCE:	ADM.006
LOCATION:	Service Headquarters, Carmarthen
RESPONSIBLE TO:	Corporate Head of Community Risk
MAIN PURPOSE OF JOB:	<p>Responsible for the Service's Corporate Communications, which includes managing the Service's reputation and brand identity.</p> <p>Responsible for designing, developing, and managing the delivery of the Communications Strategy.</p> <p>Responsibility for managing the Service's communications channels, including its website, intranet, and digital media platforms.</p> <p>Responsible for ensuring that the Service meets the requirements of the Welsh Language Standards.</p>



SCHEDULE OF RESPONSIBILITIES

RESPONSIBLE TO

1. To manage the Corporate Communications department, ensuring that all appropriate standards and processes covering the management and delivery of all aspects of Communications and Engagement and Welsh Language are in place, up to date and applied effectively and consistently.	Corporate Head of Community Risk Management.
2. To work with the Service's Executive Leadership Team to develop and implement the Service's Communications and Engagement Strategy in line with the Service's Community Risk Management Plan 2040.	Corporate Head of Community Risk Management.
3. Provide proactive, strategic, ethical, and pragmatic advice, challenge, and support to the Chief Fire Officer/Chief Executive Officer, Executive Leadership Team, Service Leadership Team, and Fire Authority.	Corporate Head of Community Risk Management.
4. Drive internal communications and cultural change strategies, ensuring staff engagement and satisfaction remain a priority.	Corporate Head of Community Risk Management.
5. Ensure that the communications function is positive, proactive, and influential in its contribution to the Service's strategic and operational planning processes.	Corporate Head of Community Risk Management.
6. Continually enhance communication systems and processes, ensuring platforms remain innovative and fit for the future.	Corporate Head of Community Risk Management.
7. Expand the Service's digital footprint, using cutting-edge tools and creative engagement campaigns to enhance reach and impact.	Corporate Head of Community Risk Management.
8. Act as brand guardian, ensuring consistency in tone of voice, visual identity, and key messaging.	Corporate Head of Community Risk Management.



9. Provide leadership, management, and training to the Corporate Communications Department by fostering a motivated, high-performing team. This may require the provision of broader communication training requirements across the Service, as required, and ensure the Corporate Communications team has the capacity and skills to meet strategic objectives by identifying skills gaps and supporting professional development.	Corporate Head of Community Risk Management.
10. Implement effective evaluation to continually seek efficiency improvements, optimising systems, and processes to enhance overall effectiveness.	Corporate Head of Community Risk Management.
11. Work with other internal stakeholders to ensure that the Service's website and intranet positively reflect the organisation and are user focused and friendly in their content and navigation	Corporate Head of Community Risk Management.
12. Carry out extensive horizon scanning to ensure that local and national best practice is reviewed and where appropriate incorporated into the delivery of communications outputs and keeping communication policies and procedures up to date and adhered to.	Corporate Head of Community Risk Management.
13. To engage in effective working relationships with Authority Members, National and Local Government Departments, including the NFCC, Local Resilience Forums, Warning and Informing Groups, Emergency Services, partners, and other Government bodies.	Corporate Head of Community Risk Management.
14. To produce and present reports and presentations on departmental business and Service requirements where relevant, at Fire Authority and Committee meetings, Executive and Service Leadership Team meetings and any other relevant forums.	Corporate Head of Community Risk Management.
15. To manage the Service's reputational communications requirements, to include taking the communications lead for major incidents and Service Business Continuity Management events, chairing appropriate communications forums where the Service has been appointed the designated lead.	Corporate Head of Community Risk Management.



16. To develop, implement and monitor the Service's Welsh Language Standards, on behalf of the Chief Fire Officer who has ultimate responsibility for compliance.	Corporate Head of Community Risk Management.
17. To develop the departmental business plan, reporting as required on the department's progress and performance.	Corporate Head of Community Risk Management.
18. To allocate work streams to individuals and/or teams within the Corporate Communications department, with clear objectives and outcomes. Assess performance and provide feedback, resolving any issues by agreeing on a clear development plan with objectives.	Corporate Head of Community Risk Management.
19. To be responsible for the Corporate Communications budget and for ensuring efficient expenditure.	Corporate Head of Community Risk Management.
20. Ensure that appropriate emergency and business continuity plans exist for your area of work and contribute to the development of robust corporate plans.	Corporate Head of Community Risk Management.
21. To Implement and promote the Authority's: <ul style="list-style-type: none">▪ Health and Safety policies▪ Equality and Diversity policies▪ Information Security Management System policies.▪ Safeguarding policies	Corporate Head of Community Risk Management.
22. To undertake any duties as required, that fall within the purview of the post.	Corporate Head of Community Risk Management.



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MID AND WEST WALES FIRE AND RESCUE SERVICE

PERSON SPECIFICATION

POST TITLE	Head of Corporate Communications
LOCATION	Service HQ, Carmarthen
POST NUMBER	ADM.006
GRADE	15
DEPARTMENT	Corporate Communications
DBS CHECK	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.

Factor	Evidence	Essential/ Desirable	Assessment Method
Qualifications	Relevant degree, or professional qualification, or experience gained in similar leadership roles A relevant management qualification or demonstrable leadership training Leadership, coaching, or mentoring qualification, eg ILM	Essential* Essential* Desirable	Application form and Certificates
Knowledge	Knowledge of the Welsh Language Act 1993 and the Welsh Language (Wales) Measure 2011 their application to a large organisation In-depth knowledge of communications strategy, planning, and execution across multiple channels (media, web, email, social media). Understanding of branding, tone of voice, and house style in a public sector context. Familiarity with stakeholder engagement and public affairs.	Essential* Essential* Essential* Essential*	Application form and Interview



Experience	<p>Proven experience in managing corporate communications within a public sector or similar environment.</p> <p>Demonstrated success in leading communications campaigns and initiatives that support organisational priorities.</p> <p>Experience in managing media relations, including handling press enquiries and developing media contacts.</p> <p>Experience in internal communications and employee engagement strategies.</p> <p>Evidence of contributing to organisational transformation, cultural change, or organisational development in a communications role</p> <p>Experience of direct staff management</p> <p>Experience in a communications managerial role within a public facing organisation</p> <p>Previous experience of producing documents in accordance with the Welsh Language Standards</p> <p>Evidence of managing a departmental budget</p>	<p>Essential*</p> <p>Essential*</p> <p>Essential*</p> <p>Essential*</p> <p>Essential*</p> <p>Essential*</p> <p>Desirable</p> <p>Desirable</p> <p>Desirable</p>	Application form and Interview
Job Related / Personal Skills	<p>Commitment to working within Social Partnership principles as defined by the Social Partnership Public Procurement (Wales) Act 2023</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>Creative thinking and ability to develop practical solutions to problems whilst balancing multiple issues and priorities appropriately</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>Commitment to MAWWFRS Community Risk Management Plan, Vision and Behaviours</p> <p>Proven commitment to equality, diversity, inclusion and safeguarding practices within the workplace</p>	<p>Essential*</p> <p>Essential*</p> <p>Essential*</p> <p>Essential*</p> <p>Essential*</p> <p>Essential*</p> <p>Essential*</p> <p>Essential*</p> <p>Essential*</p> <p>Essential*</p>	Application form and Interview



Communication	Excellent interpersonal and communications skills, able to converse and communicate and negotiate with a wide range of stakeholders. The ability to communicate in Welsh (Level 4)	Essential* Desirable	Application form and Interview
Other	Be willing to undertake further training as required. Flexible in approach – be willing to work outside of normal working hours as required Be willing to travel – have a current driving license. 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	Essential* Essential* Essential* Desirable	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:

JUSTIFICATION:

PREPARED BY:

DATE REVIEWED:

How to Apply

Closing Date: 04/01/2026

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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