



**Gwasanaeth Tân ac Achub  
Fire and Rescue Service**



**Corporate Communications Department  
Head Of Corporate Communications  
Candidate Information Pack**

**ATAL AMDDIFFYFN YMATEB  
PREVENTING PROTECTING RESPONDING**

[www.tangogleddcymru.llyw.cymru](http://www.tangogleddcymru.llyw.cymru)  
[www.northwalesfire.gov.wales](http://www.northwalesfire.gov.wales)





When people think of our fire and rescue service, they often picture firefighters responding to emergencies. While this is a vital part of our work, the leadership and strategy that underpin our operations are just as crucial. North Wales Fire and Rescue Service relies on a dedicated team of professionals working behind the scenes to shape our public profile, strengthen internal engagement and build trusted relationships with our communities and stakeholders.

At the core of this is communication - the golden thread that connects and reinforces every aspect of our organisation. Effective communication is not just about sharing information; it is about leadership, influence and ensuring that our messages inspire confidence, clarity and trust. As a professional emergency service, maintaining our reputation and engaging meaningfully with the public, our staff and key stakeholders is critical to our success.

The Corporate Communications team plays a strategic role in embedding communication as a fundamental enabler of service delivery. Leading this function requires vision, innovation and the ability to anticipate and respond to emerging challenges. As part of the Service Leadership Team

(SLT), this role provides expert counsel to senior leaders, shaping the Service's communication strategy to align with our overarching goals and long-term ambitions.

From strengthening our internal culture to enhancing our external reputation, this leadership role is pivotal in ensuring that communication is not just reactive but forward-thinking and impactful. Through dynamic and high-quality engagement across multiple platforms, the team fosters public trust, drives awareness and reinforces our position as a highly professional and accountable emergency service.

Our core values - striving for excellence, serving our communities and treating people with respect - are at the heart of everything we do. We are looking for a leader who embodies these values and has the strategic expertise to embed communication at the heart of our organisation's success. If you are a visionary communicator with the ability to inspire, engage and drive meaningful change, we want you to be part of our team.





## Who we are

---

North Wales Fire and Rescue Service's purpose is to Prevent, Protect, and Respond. To do this we employ more than 850 staff in operational and support roles.

We help to protect an area covering around 2,400 square miles and a resident population of over 700,000 people, as well as hundreds of thousands of visitors who travel in and out of North Wales every year.

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

---

Within the region of North Wales is Conwy, Denbighshire, Flintshire, Gwynedd, Wrexham and Ynys Mon (pronounced 'un-iss morn', also known as Anglesey). Each county has something special to offer, whether you are looking for action and adventure or culture and heritage. Living and working in North Wales offers an excellent environment for anyone seeking an enhanced quality of life.

Long regarded as one of the most beautiful places in the UK, the area has much to offer. Being an area of outstanding landscape ranging from extensive sandy beaches and headlands to sheltered valleys, open moors and rugged mountains, there is something for everyone to enjoy. Tourism is a big contributor to the local economy with a wide variety of facilities across the region to attract the different visitors to the area each year, from high adrenaline zip lines, adventure parks and water sports to more relaxing walks exploring towns and countryside or visiting historical and cultural landmarks, including castles.

Whilst North Wales is close to nature and has open spaces close by, it is also well connected to the hustle and bustle of major towns and cities in the North West of England, such as Chester, Liverpool and Manchester. Rail transport links also connect the North Wales coast to major cities across the UK, with direct trains to London (in 3 – 4 hours), Birmingham and Manchester among others.

Food and drink play an important part of Welsh culture with food festivals and farmers markets taking place across the region to showcase the best food and drinks that Wales has to offer. Utilising locally sourced and seasonal produce, including freshly caught fish, tender local lamb,

cheese, wine, ales and gin, there are plenty of places to eat catering to different tastes, including fine dining, gastro-pubs and bistro's as well as country pubs, tea rooms and cafés.

As per the 2021 Census, Wales has a population of just over 3.1 million, with approximately 18% of the population being Welsh speakers. The Welsh are passionate about the language, sport and culture with competitive festivals of Welsh music, poetry and art taking place annually - known as an Eisteddfod (pronounced ace-teth-vod). They are cultural festivals held through the medium of Welsh, providing a national stage for music, dance, literature, visual arts and performance. Whilst Welsh language is an important part of an Eisteddfod, the events are inclusive for all people to get involved so you don't need to be a Welsh speaker to attend and enjoy the day. People of all ages and abilities, including Welsh language learners are encouraged to participate in Eisteddfods, with the International Eisteddfod in Llangollen being held annually at the start of August, bringing together participants from all over the world to celebrate the different cultures, music and arts in one place.



# The Role

---

A strategic leadership opportunity has arisen within North Wales Fire and Rescue Service for a permanent Head of Corporate Communications. This critical role will report to the Executive Board and be an active and integral member of the Service Leadership Team (SLT). The role is based at Headquarters in St Asaph, with some flexibility for remote working.

As Head of Corporate Communications, you will provide strategic, ethical and pragmatic advice, challenge, and support to the Chief Fire Officer, Executive Board, and Fire Authority. You will be responsible for ensuring that communications and engagement are at the heart of effective service delivery and organisational success.

Leading a dynamic Corporate Communications function, you will oversee media relations, internal communications, community engagement, external affairs and be instrumental in upholding the Service's commitment to bilingualism, ensuring Welsh and English are treated equally in public communications and internal operations. You will drive forward a comprehensive and data-driven Communications Strategy, building trust, credibility and engagement with internal and external stakeholders.

The successful candidate will be a highly experienced communications professional, with the ability to lead across all disciplines, including crisis communications, digital engagement, brand management and organisational culture change. You will demonstrate transformational leadership, embedding innovative communication approaches and ensuring the Service has a strong, influential and consistent voice across all platforms.

As part of this role, you will lead and participate in a joint 24/7 on-call rota with North Wales Police to provide press and social media support for major incidents out of hours.

We are looking for a visionary leader who aligns with the NFCC Core Code of Ethics, bringing a strong commitment to inclusivity, collaboration, and public service.





# What we can offer you

## Pay

Blue Book terms and conditions

Salary: Starting at £57,692 rising to £61,877 (plus 8.5% on call allowance)

## Hours of work

This position is based on working 37 hours per week on a Monday to Friday basis but we offer a great deal of flexibility and we try as much as possible to support staff to balance their work and home life.

As part of this role, you will lead and participate in a joint 24/7 on-call rota with North Wales Police to provide press and social media support for major incidents out of hours.

We have recently introduced an agile working policy to facilitate virtual and home working where feasible.

## Benefits of employment

- Generous annual leave entitlement, starting at 35 days per year, plus public holidays
- North Wales Fire and Rescue Service uniform provided
- Access to the employer contributory Local Government Pension Scheme

- We will provide you with training, support and guidance to develop your potential
- Health, fitness and wellbeing support, including occupational health, colleague support, mental health champions, physical therapies and access to Service gyms
- A range of additional benefits such as cycle to work scheme and access to discounts from hundreds of retailers, leisure and service providers.



# Job Description

<b>Post Title</b>	Head of Corporate Communications
<b>Department</b>	Corporate Communications
<b>Reports to</b>	Executive Board
<b>Location</b>	Service Headquarters, St Asaph

## Overall Job Purpose

The primary purpose of this role is to provide strategic leadership and oversight of the Service's communication strategies, ensuring they align with the organisation's overarching goals and corporate identity. As a key member of the Service Leadership Team (SLT), the postholder plays a pivotal role in shaping the Service's public profile, internal engagement, and stakeholder relationships.

This role demands a visionary leader who can drive a dynamic and proactive Corporate Communications function, embedding communication as a fundamental enabler of service delivery and organisational success. The postholder provides expert strategic counsel to the SLT, ensuring communications are not only responsive and effective but also forward-thinking and aligned with the Service's long-term ambitions.

Key responsibilities include designing, implementing, and sustaining a comprehensive communication strategy that enhances the Service's reputation, strengthens internal collaboration, and deepens stakeholder trust. Through innovative and high-impact communication approaches, the postholder ensures the Service maintains a strong, credible, and influential voice across all channels.

## Principal Duties and Responsibilities

### 1. Strategic Leadership & Governance

Contribute to the development of corporate objectives and Service plans as an active and integral member of the Service Leadership Team (SLT).

Provide proactive, strategic, ethical and pragmatic advice, challenge, and support to the Chief Fire Officer, Executive Board and Fire Authority.

### 2. Crisis Management & Incident Response

Determine arrangements for on-call availability for major incidents and business-critical out-of-hours incidents, this includes working with Control operators to ensure effective use of media relations and social media channels.

Manage and participate in a joint on-call 24/7 rota with North Wales Police to provide press officer/social media support for major incidents outside normal office hours, including weekends and bank holidays.

Lead and coordinate media and social media management during major incidents or crises, ensuring alignment with business continuity plans and the multi-agency Media Cell Operating Protocol.

Lead on media relations – including delivering and managing press conferences and media interviews, providing guidance and managing media training for spokespersons including senior leaders, acting as spokesperson for the Service as directed by the



Executive Leadership Team.

### **3. Communications Strategy & Stakeholder Engagement**

Lead the development of a comprehensive and data-driven Communications Strategy, ensuring it aligns with the Service's purpose, vision and values.

Drive internal communications and cultural change strategies, ensuring staff engagement and satisfaction remain a priority.

Develop and oversee a targeted and measurable communications and engagement plan, fostering influential and mutually beneficial relationships with stakeholders.

Oversee the Fire Family staff survey, ensuring regular deployment as agreed by the Executive Board, analysis of results and the development of action plans to address key themes.

### **4. Innovation & Digital Engagement**

Continually enhance communication systems and processes, ensuring platforms remain innovative and fit for the future.

Expand the Service's digital footprint, using cutting-edge tools and creative engagement campaigns to enhance reach and impact.

### **5. Brand Management**

Act as brand guardian, ensuring consistency in tone of voice, visual identity and key messaging.

### **6. Organisational Capability & Compliance**

Ensure the Corporate Communications team has the capacity and skills to meet strategic objectives by identifying skills gaps and supporting professional development.

Provide strategic leadership and day-to-day management of internal communications, community engagement, external affairs, marketing, recruitment attraction and associated budgets.

Ensure compliance with good practice guidelines, keeping communication policies and procedures up to date and adhered to.

Uphold North Wales Fire and Rescue Service's commitment to bilingualism, ensuring Welsh and English are treated equally in public communications and internal operations.

Ensure compliance with Welsh Language Standards, including statutory reporting and performance monitoring.

### **7. Operational Resilience & Business Continuity**

Lead Business Continuity Management within the department, ensuring critical activities continue during disruptive events and normal operations are restored swiftly.

Continually seek efficiency improvements, optimising systems and processes to enhance overall effectiveness.



## 8. Leadership & Team Development

Provide leadership, management and training to the Corporate Communications Department fostering a motivated, high-performing team. This may require the provision of broader communication training requirements across the Service, as required.

## 9. Other Duties

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.

Undertake additional duties as necessary to meet the evolving needs of the Service.

## Supervisory Responsibility

Deputy Head of Corporate Communications,  
Senior Corporate Communications Officer,  
Corporate Communications Officer,  
Welsh Language Officer,  
Graphic Design and Digital Engagement Officer.

## Financial Responsibility

Manages a departmental budget of up to £450k (including department salary costs)

## Contact Outside Own Section

Principal Officers

Service Leadership Team

Fire Authority members

Other FRS staff

Welsh Government

Other Emergency Services

Local Authorities

Local Government Advisers

Welsh Language Commissioner

Various external agencies

## Language Requirements

The ability to communicate in Welsh Level 4 – requires;

- Fluency in both Welsh and English, with a minimum of Level 4 Welsh skills, required with the same standard verbally, reading, and writing;
- maintain a work related conversation and follow a meeting which may include technical information

## Employment Checks / Specific Requirements

Non-Police Personnel Vetting (NPPV)

## Other

The ability to undertake agile working, which includes flexible and remote working from home or an alternative Service location, is available for this role, with agreement of the line manager.

Predominantly working indoors within an office environment.



# Person Specification

<b>Qualifications Knowledge &amp; Experience</b>	<b>Essential</b>
	The qualities without which a post holder could not be appointed
	Relevant advanced degree, or professional qualification, or experience gained in similar leadership roles
	Evidence of contributing to transformation, cultural change, or organisational development in a communications role
	Experience of working effectively with press and other external media, including as a spokesperson
	Able to meet the criteria of a strategic manager aligned to the Fire Service National Core Code of Ethics
	Experience in a communications managerial role (PR, marketing, IC) in a public facing organisation
	Experience of leading, developing and motivating a team of staff.
	Previous experience of producing documents in accordance with the Welsh Language Standards, as approved by the Welsh Language Commissioner.
	The ability to communicate in Welsh (Level 4)
	<b>Desirable</b>
	Extra qualities which can be used to choose between candidates who meet all the essential criteria
	Membership of a relevant professional body, preferably with Chartered status, e.g. CIPR, CIM, IoIC
	Leadership, coaching, or mentoring qualification, e.g. ILM
	Experience as a senior communications manager in public facing organisations, preferably gained in a variety of organisations
	Evidence of skills relevant to our work: organisational change, behaviour change campaigns, internal communications, staff engagement, recruitment campaigns, political communications / public affairs
	Evidence of managing a departmental budget
A working knowledge of the Welsh Language Act 1993.	
A working knowledge of the Welsh Language (Wales) Measure 2011.	
Previous experience within an applications support environment.	



<b>Skills &amp; Abilities</b>	<b>Essential</b> The qualities without which a post holder could not be appointed
	Commitment to NWFRS purpose, vision and values
	Commitment to working within Social Partnership principles as defined by the Social Partnership and Public Procurement (Wales) Act 2023
	Excellent communications skills – interpersonal and written
	Commitment to continuing professional development
	Ability to work flexibly and meet the operational communications needs of a dynamic Fire and Rescue Service
	Good interpersonal skills with experience of constructive working across multidisciplinary teams
	Must be able to work to strict deadlines and under pressure
	High level of professional integrity and discretion
	Able to prioritise competing demands and to delegate
Ability to develop practical solutions to problems whilst balancing multiple issues and priorities appropriately	
<b>Other Relevant Requirements</b>	<b>Essential</b> The qualities without which a post holder could not be appointed
	A current valid UK driving licence and the ability and willingness to travel both inside and outside the Service area as and when required.

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

Please Note: In order to be shortlisted for this post you will need to demonstrate that you meet all the essential criteria.

# 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 4 and the required skills are set out below.

Skill Area	Welsh Language Standards Requirements
<b>Speaking / Listening</b>	<ul style="list-style-type: none"> <li>• Able to keep up an extended casual work related conversation or give a presentation with a good degree of fluency and range of expression but may need to revert to another language to answer unpredictable questions or explain complex points or technical information.</li> <li>• Able to contribute effectively to meetings and seminars within own area of work.</li> <li>• Able to argue for/against a case</li> </ul>
<b>Reading</b>	<ul style="list-style-type: none"> <li>• Able to read and understand information fairly quickly as long as no unusual vocabulary is used and no particularly complex or technical information is involved</li> </ul>

## Writing

- Able to prepare formal letters of many familiar types such as enquiry, complaint, request and application.
- Able to take reasonably accurate notes in meetings or straightforward dictation.
- Able to write a report / document relating to own job area

## Other

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





# How to Apply

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 [recruitment@northwalesfire.gov.wales](mailto:recruitment@northwalesfire.gov.wales)

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 the Recruitment team: [Recruitment@northwalesfire.gov.wales](mailto:Recruitment@northwalesfire.gov.wales) or call 01745 535 281

## Further information

If you have any questions regarding this role or would like an informal chat before applying please call or email Tracey Williams on 01745 535 285 / [tracey.williams@northwalesfire.gov.wales](mailto:tracey.williams@northwalesfire.gov.wales)

**Closing date**

**12:00 on 07/03/25**

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.



**Gwasanaeth Tân ac Achub  
Fire and Rescue Service**