



WE ARE MERSEYSIDE FIRE & RESCUE SERVICE

CANDIDATE PACK

AREA MANAGER

APPOINTMENTS PROCESS 2025



WELCOME TO MERSEYSIDE FIRE & RESCUE SERVICE



NICK SEARLE
CHIEF FIRE OFFICER

Welcome to Merseyside Fire & Rescue Service and thank you for your interest in our Service.

This is an exciting time to join us. We are looking for innovative, forward thinking proven leaders, who are courageous, compassionate, serve with integrity and will make a meaningful impact to achieve our aim to be the best Fire & Rescue Service in the UK.

Our Principal Officer team has recently undergone considerable change, and we are now working to build on our already high performing and dynamic strategic leadership team to continue to take the Service forward. If you are successful through the process, you will be taking on a pivotal leadership role within a Fire & Rescue Service, which prides itself in being set in the heart of its diverse communities.

Merseyside Fire & Rescue Service is an excellent place to work, but don't just take our word for it; we would encourage you to spend some time with us to learn a little more about us, what's important to us and how we do things.

This candidate pack should provide you with a good foundation, with lots of information and links to pertinent documents to help you get to know us much better.

We set high standards at Merseyside, and we're not embarrassed to say so, our selection process will be challenging for all the right reasons and will reward the best candidate with a career with excellent opportunities and an ability to make a real difference.

We are Merseyside Fire and Rescue Service - be part of our future.

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OUR STORY

There is nothing more tragic to us than loss of life so we will do everything we can to prevent this happening.

Saving lives and keeping our Firefighters safe matters to us.

We are a team of diverse people undertaking different roles but working together to achieve outstanding impact.

We are part of our community - it's where we are from, it's where we have brought up our families. We reflect our area - looking after each other and showing kindness.

Our teams continue to shape our story putting our community at the heart of everything we do.

We have a long and proud history of being bold - a mindset of let's try it- let's do it.

For Merseyside Fire & Rescue Service, good enough is never good enough.

We are our community and we know the part we can play - **our place, our culture and our people** are what make us great.



WE ARE MERSEYSIDE FIRE & RESCUE SERVICE

OUR VISION

To be the best Fire & Rescue Service in the UK.
One team, putting its communities first.

OUR PURPOSE

Here to serve. Here to protect. Here to keep you safe.

OUR AIMS

Protect

We protect people from harm, provide advice, guidance and when absolutely necessary use enforcement to keep the public and our firefighters safe.

Prevent

We are there for you. We are a visible presence that provides reassurance, support and advice. Alongside our partners, we protect the most vulnerable and reduce inequalities.

Prepare

We will always be the best that we can be by having highly skilled and trained people who plan for every risk and keep our teams safe and effective.

Respond

We will be there when you need us most, pulling out all the stops to save lives. Whether we are taking 999 calls, or attending incidents, we keep our communities safe.

OUR SERVICE

We are bold

Embracing new ideas to build on the confidence and trust the community place in us.

We are professional

Always giving our best to be the best we can be.

We are safe

Protecting lives and keeping our firefighters safe.

We are built to help

Looking after people and looking after each other.

We are positive

Recognising how far we have come and being positive about the future.

We are relentless

Overcoming barriers to help people feel safe.

OUR VALUES

We serve with **Courage**

- By never settling for the status quo
- By being decisive and calm under pressure
- By having determination to see things through
- By being prepared to fail
- By celebrating diversity and being open to new opportunities and challenges
- By setting high standards and not being embarrassed for doing so
- By challenging ourselves to be better

We serve with **Integrity**

- By doing the right thing even when it is hard or no one is looking
- By leading by example
- By standing up for what matters
- By being open, honest and fair
- By making decisions based on facts
- By explaining the why
- By being consistent
- By always doing what we say we are going to do

We serve with **Compassion**

- By acting with empathy and kindness
- By actively listening - hearing what is being said
- By going the extra mile to help
- By looking after and supporting each other, noticing what is going on for people
- By recognising each other's contribution
- By creating a sense of belonging
- By embracing and understanding difference

MERSEYSIDE FIRE & RESCUE SERVICE

AREA MANAGER APPOINTMENTS PROCESS



"We have a long and proud history. Be part of our future."

AREA MANAGER

Salary: £70,280 (in development) - £77,090 (competent) + 30% continuous cover payment

THE ROLE

Merseyside Fire & Rescue Service is seeking an exceptional individual to take on the role of **Area Manager**, leading our dedicated team in delivering a truly outstanding service to our communities.

As Area Manager you will play a pivotal role in realising the strategic vision outlined in our leadership message: protecting and serving the people of Merseyside with Courage, Compassion and Integrity. This high-profile role requires a leader who can inspire confidence, foster resilience, and drive continuous improvement across all aspects of our service.

Crucial to the role will be your ability to lead collaborative approaches with partners in order to deliver an integrated and effective service to our communities - to help ensure their safety, improve the region's health and economy and deliver significant social value, thereby ensuring the highest level of protection is afforded to the communities we serve.



As Area Manager:

- You will be required to manage and lead incidents demonstrating operational competence commensurate to your role as a tactical or strategic commander.
- You will be responsible for the activities of a functional area through performance management and quality assurance processes.
- You will have a demonstrable ability to lead change in a complex and evolving environment.
- You will have excellent communication skills and an ability to engage constructively with internal and external stakeholders.
- You will have demonstrated high levels of ability with regard to the development and delivery of corporate strategy, and the attainment of organisational outcomes.
- You will have experience of financial management and planning.

OUR LEADERSHIP BEHAVIOURS

Our managers are inclusive, adopting a coaching style where appropriate. Our Leadership Behaviours for Strategic Managers (Leading the Service) outline how we act and the difference we make to the people around us.

Personal Impact	Promote and role model behaviours and make strategic decisions in line with our leadership message.	Promote & uphold our values and professional standards. Communicate the importance of ethical and inclusive approaches to our work	Actively engage with teams to seek their views.
Outstanding Leadership	Engage with others to establish the strategic direction and the working goals of the organisation.	Empower, enable, and inspire people to understand and commit to the vision and communicate openly.	Foster and embed the principles of a learning organisation.
Service Delivery	Shape the wider community outcomes for the Merseyside Region.	Consider the future political, social and economic landscape and communicate this to the organisation and others.	Proactively build and sustain collaborative relationships with high-level stakeholders.
Org. Effectiveness	Lead the organisation and develop the vision, mission and strategic plan, which are inclusive of diverse and changing community risks.	Act as a professional advisor to governance at all levels.	Foster and enable continuous improvement & promote an innovation culture encouraging people to experiment and learn.

ELIGIBILITY

Candidates must be competent in the Group Manager (Leading the Function) role.

Candidates, who are not currently employed by a Local Authority Fire & Rescue Service within the UK will not be eligible to apply.

THE SELECTION PROCESS

Interested individuals should complete the online application form and submit this prior to the closing date of **Midnight, Sunday 15th June 2025.**

Please note applications will be scored against our Leadership Behaviours for LEADING THE SERVICE.

The Service will shortlist applications during 16th – 18th June 2025. Shortlisted candidates will be invited to attend a multi-exercise selection process:

COMMAND ASSESSMENT	23rd June – 2nd July
ASSESSMENT CENTRE	30th June – 2nd July
INTERVIEW	4th July

*** Please note, the Service is unable to offer flexibility or alternative dates outside of those listed above. ***



PENSION CONSIDERATIONS

ANNUAL ALLOWANCE

Please note that it is your personal responsibility to check whether by applying/accepting this position it would result in any Annual Allowance implications. A breach in the Annual Allowance threshold could result in a Tax charge. Further information on Annual Allowance can be obtained from our Pensions team, or our Pension Administrator website (Local Pensions Partnership for Firefighter pension(s) and Merseyside Pension Fund for LGPS).

LIFETIME ALLOWANCE

Please note that it is your personal responsibility to check whether by applying/accepting this position it would result in any Lifetime Allowance implications. A breach in the Lifetime Allowance threshold will result in a Tax charge. Further information on Lifetime Allowance can be obtained from our Pensions team, or our Pension Administrator website (Local Pensions Partnership for Firefighter pension(s) and Merseyside pension Fund for LGPS).

TEMPORARY PROMOTIONS/POSITIONS

Please note that any period of 'temporary', whether that is by way of promotion or allowances associated with a temporary position, will be treated as non-pensionable.

SAFEGUARDING

Merseyside Fire and Rescue Service's recruitment and selection procedures reflect our commitment to safeguarding and promoting the welfare of Adults, Children and Young People and all staff and volunteers are expected to share this commitment.

WE ARE MERSEYSIDE, PART OF OUR COMMUNITY

Living in Merseyside will reward the successful post holder in lots of different ways. It's difficult to put into words what it can offer, at the heart of it though, is an opportunity to be part of our Community, our Place, our Culture and our People. That's what makes us and Merseyside great.

OUR PLACE

Merseyside is an area steeped in maritime history; it is an area of rich heritage with worldwide links to culture, arts, music and sport.

Merseyside is a county in the north west of England, on both sides of the mouth of the river Mersey and includes the metropolitan districts of Knowsley, Liverpool, Sefton, St Helens and Wirral.

OUR CULTURE

The city of Liverpool is an important centre for culture throughout the world, it boasts world leading attractions in the arts, music, theatre, entertainment and sport.

Liverpool has one of the most impressive collections of museums in Europe, boasting more galleries and national museums than any city in the UK outside London.

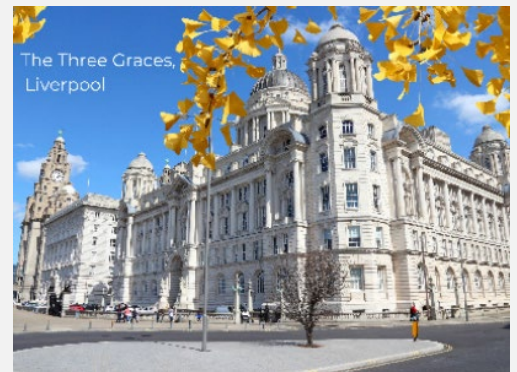
Merseyside moves to its own rhythm; Liverpool is a city that's very heart beats with the sound of music. A UNESCO City of Music, famous for its Mersey Beat and for those four lads that changed the music world forever - but that's not all.

We have a plethora of theatres on offer throughout the region, many situated in our bustling city centre such as the Philharmonic, The Empire and the Playhouse. You'll also find them within towns throughout our region like the Floral Pavilion in New Brighton and the Shakespeare North Playhouse in Prescot.

Liverpool City Region boasts three historic football clubs. Everton and Liverpool are separated by just one mile and are two of the Premiership's finest. Wirral's Tranmere Rovers play at Prenton Park in Birkenhead.

The region is also home to England's Golf Coast, the finest stretch of championship golf in the world, with no fewer than three Royal Links courses which have hosted endless Open Championships and Ryder Cups.

Horse-racing is huge in the city; Aintree and Haydock racecourses offer top-quality racing including the world-famous Grand National Festival at Aintree each spring.



There's more ...

Merseyside is also home to a number of top rugby teams, including St Helens (Saints) - the most successful Rugby League club of the Super League era.

Being a maritime hub we're also the perfect place to try your hand at Watersports, with a number of centres across the city region including Liverpool Watersports Centre and Wirral Sailing Centre based at West Kirby Marine Lake, with courses available for all ages and levels of experience.

Don't just take our word for it, come for a visit, with excellent transport links you'll be here in no time and once you're here you won't want to leave.

OUR PEOPLE

Our people have a mindset of lets try it – lets do it. We are bold and always give our best to be the best we can be. Our people are diverse, each bringing something different to their roles but working together to achieve outstanding impact.

Merseyside is world renowned for its welcoming and friendly atmosphere, Merseyside Fire & Rescue Service is no different – we are built to help, we look after our Communities and we look after each other.



OUR COMMUNITY

Merseyside spans 249 square miles of land and whilst it contains some of the most deprived areas in England, where the Service can make a real difference; it is also home to some of the most desirable and sought after locations which attractions more and more people into the region each year.

OUR FAMILY

We know just how important family is to our staff and Merseyside offers a fantastic setting for people relocating to the area. With its mix of rural areas, small towns and the bustling city centre of Liverpool, Merseyside really does have it all.



Eating Out: Food and Drink in Liverpool is fantastically varied, from sleek fine dining to indie bistros and pop-up foodie heavens to high-street favourites. Merseyside has no shortage of award winning restaurants, with a variety AA Rosette and Michelin starred venues to get your taste buds tingling.



Green Spaces: In Liverpool City Region we are blessed with an abundance of outdoor spaces. We have 200 acres of parkland under 15 minutes from the city centre at Sefton Park. We've pretty beaches on both sides of the water. Trips to Crosby Beach to visit Antony Gormley's Iron Men, National Trust's Formby Beach, Thurstaston Beach and Hilbre Islands all need to be on your must visit list.



Education: Merseyside is home to some of the highest performing Secondary School in the UK. There's no shortage of Higher Education options either, with world leading Universities such as University of Liverpool, Hope University and Liverpool John Moores University not to mention institutes such a Liverpool Institute for Performing Arts (LIPA).

OUR OFFER

Living in Merseyside is really rewarding and we're confident that for the successful candidate, relocating will be the move of a lifetime. We'll support that transition with a generous relocation package, our team will provide help, guidance, ensure you settle in and find out more about what the region can offer your lifestyle.

In a professional context, Merseyside Fire & Rescue Service offers the successful candidate an opportunity to make a real impact in a bold, busy Metropolitan environment, with a risk profile that will offer excellent development opportunities.



BENEFITS

Merseyside Fire & Rescue Service recognises the hard work and commitment of its staff. In return, we can offer the right candidate a competitive reward package.

- ❖ **We're positive about personal development:** Considerable investment in learning & development, including High Potential Programmes, Coaching, Mentoring and professional development schemes. The Service has invested in a state of the art training facility which opened this year. More information about this is available **HERE:** <https://tinyurl.com/3b36mbcw>
- ❖ **We're positive about making a difference:** Diversity is seen as a strength of the Authority. As an organisation, we seek diversity at all levels and expect a work environment in which all employees can develop and contribute to their full potential. Our established **Staff Networks** play a vital part in that.
- ❖ **We're positive about staff welfare:** Provision of outstanding Health & Wellbeing Services with dedicated mental health and wellbeing resources. More information about our positive practice in mental health can be found **HERE:** <https://tinyurl.com/yvahtfrfx>
- ❖ A relocation package is available.
- ❖ The Service have developed work life balance policies and procedures that support and enable you to balance your paid work, your family life and your ability to attend work.
- ❖ Use of on-site fitness suites.

TERMS & CONDITIONS

Terms & Conditions of employment will be in accordance with provisions set out in the National Joint Council for Local Authority Fire & Rescue Services Scheme of Conditions of Service (Grey Book) and supplemented by Merseyside Fire & Rescue Authority's local terms and conditions and associated policies.

- ❖ Salary is £70,280 (in development) - £77,090 (competent) + 30% continuous cover payment.
- ❖ Pension provisions in accordance with the Firefighters' Pension Scheme as amended from time to time.
- ❖ Hours of work. As a member of the Area Manager Group, you will work sufficient managerial hours as necessary to complete your duties. This should normally average 42 managerial hours per week. Managerial Hours are supplemented by a continuous period of operational cover (24 hours a day, 7 days a week).
- ❖ The post is located at Merseyside Fire & Rescue Headquarters, Bridle Road, Bootle, L30 4YD. Although the place of work may be anywhere within the Merseyside County area, with travel outside of the county as required.
- ❖ Provision of car, either through lease scheme or Service provided vehicle.
- ❖ Must provide a base from which you can complete operational cover commitments in line with service requirements.



JOB TITLE:	AREA MANAGER
SALARY GRADE:	AREA MANAGER
SALARY RANGE:	£70,280 - £77,090 + 30% continuous cover
LOCATION OF WORK:	Merseyside Fire & Rescue Service HQ, Bridle Road, Bootle, Liverpool L30 4YD
HOURS OF WORK:	<p>As a member of the Area Manager Group, you will work sufficient managerial hours as necessary to complete your duties. This should normally average 42 managerial hours per week.</p> <p>Managerial Hours are supplemented by a continuous period of operational cover (24 hours a day, 7 days a week).</p>
DIRECTLY RESPONSIBLE TO:	Principal Officer Group

LEADERSHIP BEHAVIOUR LEVEL:	Leading the Service
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MAIN JOB PURPOSE

To inform, develop and plan the implementation of organisational strategy and develop service provision by functioning as a member of Strategic Leadership Team (SLT).

Manage the activities of functional and operational areas through performance management and quality assurance processes. Implement organisational strategy and develop service provision at local and Service level. Provide leadership and management at incidents.

A visible leader who will continue to drive a positive and professional workforce culture that will mean our people feel listened to, appreciated and psychologically safe, making Merseyside Fire and Rescue Service an employer of choice. One who through their values and behaviours puts inclusion, diversity and compassion at the heart of the Services decision making, driving continuous improvement and high performance.

The Area Manager will provide continuous operational cover at the strategic level.

KEY AREAS OF RESPONSIBILITY

- ❑ Take responsibility for the leadership of employees. Provide a positive role model to employees and the wider community in order to promote the values of MF&RS.
- ❑ Manage work activities within the operational areas/departments develop proposals for improvement and plan for their implementation to continually respond to change.
- ❑ Inform and develop organisational strategy as part of SLT and plan for its implementation by agreeing policies, processes, organisational structures and plans to ensure that Service provision meets the needs of the community and the aims and objectives of the Fire Authority.
- ❑ Audit and assess performance against Station and/or Functional Plans, feed information gathered into Performance Management Groups and make adjustments as necessary to ensure the alignment of Service activity with the Service Plan and the achievement of local and national targets and standards.

- ❑ Network, consult and liaise with key stakeholders within the community to inform and support the development of service provision.
- ❑ Ensure activities that support safe and effective firefighters.
- ❑ Undertake and manage projects as required.
- ❑ Work with national, governmental and local partners to influence the agenda with regards to fire and rescue service-related outcomes.
- ❑ Collaborate with public sector and blue light partners to ensure the most efficient and effective use of resources in order to deliver the best possible outcomes for communities.
- ❑ Monitor and control budgets within a designated area of responsibility to ensure that financial resources are used to maximum effect in compliance with standing orders and financial regulations.
- ❑ Identify and define changes in work activities to ensure continuous improvement in service provision to meet future organisational needs.
- ❑ Continually develop practices and promote a positive attitude towards change.
- ❑ Manage teams and individuals through effective performance management, applying personnel policies and procedures as necessary, to ensure that corporate aims and objectives are achieved.
- ❑ Identify, justify and control the allocations and utilisation of resources. To select and develop people to ensure that current and future resource needs of the Fire and Rescue Authority are met and corporate objectives are achieved.
- ❑ Develop, implement and monitor quality assurance and information systems to enable the effectiveness and quality of service provision to be evaluated and any changes required to meet current and future needs of the Fire and Rescue Authority.
- ❑ Determine project briefs, agree project plans and associated resources and monitor progress and liaise with relevant stakeholders to ensure the effective implementation of organisational business plans.
- ❑ Analyse, evaluate and communicate information to support decision making and facilitate the assessment and quality of service provision.
- ❑ Support and contribute towards the development of the Fire and Rescue Authorities CRMP.
- ❑ Develop teams and individuals in line with their appraisal to ensure that they are equipped with the necessary skills, knowledge, appropriate vocational qualifications and experience to fulfil their roles.
- ❑ Provide direct support for the Principal Officer team and deputise for relevant Principal Officers.
- ❑ Manage and lead the delivery of an emergency service within the incident command system and provide strategic leadership and support at events that present a significant risk to the community to ensure their effective management.

If required:

- ❑ Attend and resolve fire related incidents, by controlling and extinguishing fires and road traffic collisions in order to ensure that such incidents are dealt with effectively and safely therefore limiting the impact on people, property and the environment.

- ❑ Attend and resolve incidents involving hazardous materials and mitigate damage to property and the environment and distress to people in order to minimise the effects of such incidents.
- ❑ When required attend and resolve emergencies (other than fire and road traffic collisions) to minimise the impact on people, property and the environment. Respond with other agencies in accordance with the organisation's functions, the national policy, the organisation's community risk management plan and policies and where a suitable response shows clear safety improvements for the community.

CORE REQUIREMENTS – EQUALITY & DIVERSITY, HEALTH & SAFETY, CONFIDENTIALITY & DATA PROTECTION

To be responsible for ensuring that your conduct and behaviour accords with Service Policies on Equality and Fairness at Work and Ground Rules, and for promoting an environment of dignity and respect amongst colleagues.

It is the policy of Merseyside Fire & Rescue Authority (MFRA) to provide, maintain and seek continual improvement of, as far as is reasonably practicable, a safe working environment for all of its employees and for others that may be affected by its activities. Everyone has a personal responsibility for their own safety and health, for others in the workplace and for the environment in which they work. It is, therefore, the duty of every employee whilst at work to take reasonable care for the health and safety of themselves and of other persons who may be affected by their acts or omissions at work;

Confidentiality / data protection regarding all personal information and Authority activity must be maintained at all times (both in and out of work). The post holder must be able to recognise the importance and sensitivity of issues, ensuring that confidentiality is maintained at all times. All employees should ensure that they are familiar with and adhere to the Authority's data protection policy.

OTHER AREAS OF RESPONSIBILITY

- ❑ Take responsibility for personal performance, including personal fitness and welfare, and the development of personal skills including the use of appropriate IT systems and the attainment of the appropriate vocational qualification to ensure the required skills, knowledge and demonstration of competence to fulfil the role.
- ❑ Communicate skills and knowledge to colleagues in order to support the development of their personal and professional competence.
- ❑ Ensure as far as is reasonable practicable the health and safety of yourself, personnel and others who may be affected by your acts and/or omissions.
- ❑ Ensure that all activities comply with the policies and procedures of MF&RS.
- ❑ To work flexibly within the 42 hour week as the Service requires

REVIEW ARRANGEMENTS

The details contained in this job profile reflect the content of this post at the date it was prepared. It should be remembered, however that it is inevitable that over time, the nature of individual posts will change, existing duties may no longer be required and other duties may be gained without changing the general nature of the duties or the level of responsibility entailed.

Consequently, the Authority will expect to revise this job profile from time to time and will consult with the post holder at the appropriate time.

VALUES, BEHAVIOURS AND CODE OF ETHICS

As detailed in the Authority's CRMP, the Leadership Message clearly states our Values.

We serve with **Courage**

- By never settling for the status quo
- By being decisive and calm under pressure
- By having determination to see things through
- By being prepared to fail
- By celebrating diversity and being open to new opportunities and challenges
- By setting high standards and not being embarrassed for doing so
- By challenging ourselves to be better

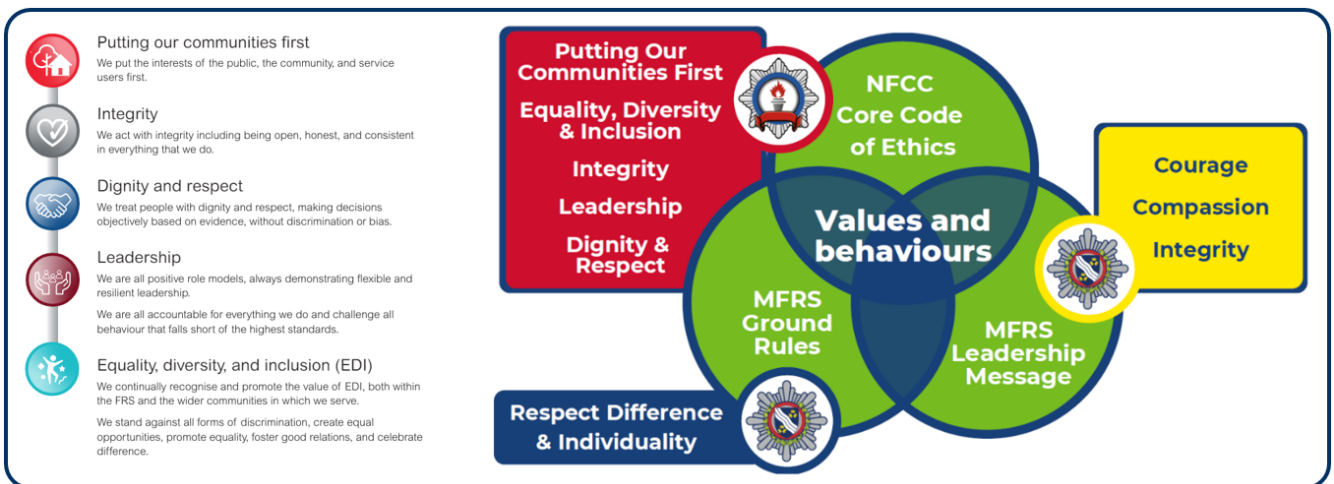
We serve with **Integrity**

- By doing the right thing even when it is hard or no one is looking
- By leading by example
- By standing up for what matters
- By being open, honest and fair
- By making decisions based on facts
- By explaining the why
- By being consistent
- By always doing what we say we are going to do

We serve with **Compassion**

- By acting with empathy and kindness
- By actively listening - hearing what is being said
- By going the extra mile to help
- By looking after and supporting each other, noticing what is going on for people
- By recognising each other's contribution
- By creating a sense of belonging
- By embracing and understanding difference

The National Core Code of Ethics for Fire & Rescue Services sets out five Key Principles, which provide a basis for promoting good behaviour and challenging inappropriate behaviour. The code is complemented by MFRS's Ground Rules, which outlines how we welcome difference and individuality, create a sense of belonging in the most inclusive way and provide some key, simple rules surrounding how we act.



LEADERSHIP BEHAVIOURS

Personal Impact	Promote and role model behaviours and make strategic decisions in line with our leadership message.	Promote & uphold our values and professional standards. Communicate the importance of ethical and inclusive approaches to our work	Actively engage with teams to seek their views.
Outstanding Leadership	Engage with others to establish the strategic direction and the working goals of the organisation.	Empower, enable, and inspire people to understand and commit to the vision and communicate openly.	Foster and embed the principles of a learning organisation.
Service Delivery	Shape the wider community outcomes for the Merseyside Region.	Consider the future political, social and economic landscape and communicate this to the organisation and others.	Proactively build and sustain collaborative relationships with high-level stakeholders.
Org. Effectiveness	Lead the organisation and develop the vision, mission and strategic plan, which are inclusive of diverse and changing community risks.	Act as a professional advisor to governance at all levels.	Foster and enable continuous improvement & promote an innovation culture encouraging people to experiment and learn.

Date job profile prepared / revised:

May 2025

MERSEYSIDE FIRE & RESCUE SERVICE

PERSON SPECIFICATION



**MERSEYSIDE
FIRE & RESCUE
SERVICE**

Job Title:	AREA MANAGER	Team:	Senior Officers
Salary:	AREA MANAGER	Directorate:	Senior Officers
JE Reference:	N/A		

	QUALIFICATIONS & TRAINING	ESSENTIAL/DESIRABLE	ASSESSED BY
	Must demonstrate operational competence against national occupational standard EFSM2	ESSENTIAL	A/PD
	National Security Vetting – Security Clearance level	ESSENTIAL	A/PD
	NEBOSH General Certificate qualification.	ESSENTIAL	A/PD
	Executive Leadership Programme	DESIRABLE	A/PD
	CBRNE Gold	DESIRABLE	A/PD
	MAGIC	DESIRABLE	A/PD
	Project Management qualification	DESIRABLE	A/PD
	Educated to degree level or equivalent	DESIRABLE	A/PD
	KNOWLEDGE & EXPERIENCE	ESSENTIAL/DESIRABLE	ASSESSED BY
	Experience in the role of GM (competent)	ESSENTIAL	A/I
	Proven track record of managing and leading multi-functional teams in a dynamic environment.	ESSENTIAL	A/I
	Experience of leading multi-pump incidents involving other agencies	ESSENTIAL	A/I
	Experience of working within a risk management framework	ESSENTIAL	A/I
	Experience in resource planning and control and budgetary management for internal and external resources	ESSENTIAL	A/I
	Experience of contributing to the development of constructive partnership working with internal and external stakeholders	ESSENTIAL	A/I
	Experience on NFCC committees or similar	ESSENTIAL	A/I
	Experience in contributing to the development and delivery of community based initiatives & of working in partnership with a range of diverse communities	ESSENTIAL	A/I
	Experience of strategic management and contribution to meeting service targets and corporate objectives	ESSENTIAL	A/I
	Knowledge and understanding of the political, financial and resource environment of the organisation	ESSENTIAL	A/I
	Experience in the management and delivery of a variety of performance management systems	ESSENTIAL	A/I
	Experience in delivering and contributing to innovative change management policies, initiatives and processes	ESSENTIAL	A/I
	Experience in developing and delivering community based initiatives	ESSENTIAL	A/I
	Knowledge, understanding and input into the delivery of the Community Risk Management Plan	DESIRABLE	A/I
	Experience of dealing with financial accountability systems within a Public Sector environment	DESIRABLE	A/I
	Experience of consultation and negotiation with Trade Unions	DESIRABLE	A/I
	Knowledge of relevant fire safety legislation and Statutory duties	DESIRABLE	A/I
	SKILLS & ABILITIES	ESSENTIAL/DESIRABLE	ASSESSED BY
	High level of leadership skills and the ability to inspire and maintain excellent performance from self and others	ESSENTIAL	A/I

	Proven ability to work within a highly pressured, risk centred environment whilst making effective decisions and delegating appropriately	ESSENTIAL	A/I
	High level of interpersonal and people management skills and the ability to develop and maintain constructive working relationships with a variety of individuals, groups and stakeholders	ESSENTIAL	A/I
	Proven ability to inspire and maintain outstanding performance from others	ESSENTIAL	A/I
	High level of ability to undertake in planning and creative problem solving	ESSENTIAL	A/I
	High level of ability to contribute, manage and deliver change	ESSENTIAL	A/I
	Excellent oral and written communication skills	ESSENTIAL	A/I
	Good level of IT skills, using Microsoft Office applications including Word, Excel, Outlook and other systems used within MF&RS	ESSENTIAL	A/I
	Influencing skills at a national level	DESIRABLE	A/I
	WORK RELATED CIRCUMSTANCES	ESSENTIAL/DESIRABLE	ASSESSED BY
	A commitment to model our values and behaviours; promoting a culture which embraces collaboration, inclusivity, high performance and wellbeing, striving to make a real difference to the communities we serve.	ESSENTIAL	A/I
	Ability to work additional hours as required.	ESSENTIAL	A/I
	Must work flexibly to provide operational resilience on accordance with the on call system		
	Must provide a base from which you can complete operational cover commitments in line with service requirements.	ESSENTIAL	A/PD
	Valid, clean UK driving licence.	ESSENTIAL	A/PD

A	Application	I	Interview	PD	Produce Documentation
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INFORMING OUR LEADERSHIP MESSAGE



The **Leadership Message** has been created by our own staff, ensuring that it fully reflects what it means to be part of Merseyside Fire & Rescue Service. There are also a number of key documents that have informed our Leadership Message, these are outlined below with explanations to show how they are linked.



OUR STORY

There is nothing more tragic to us than loss of life so we will do everything we can to prevent this happening.

Saving lives and keeping our firefighters safe matters to us.

We are a team of diverse people undertaking different roles but working together to achieve outstanding impact.

We are part of our community - it's where we are from, it's where we have brought up our families. We reflect our area - looking after each other and showing kindness.

Our teams continue to shape our story, putting our community at the heart of everything we do.

We have a long and proud history of being bold - a mindset let's try it, let's do it.

For Merseyside Fire & Rescue Service, good enough is never good enough.

We are our community and we know the part we can play - our place, our culture and our people are what make us great.

WE ARE MERSEYSIDE FIRE & RESCUE SERVICE

To be the best Fire & Rescue Service in the UK. One team, putting its communities first.

Here to serve. Here to protect. Here to keep you safe.

OUR VISION	OUR PURPOSE	OUR AIMS	OUR SERVICE	OUR VALUES
Protect We protect people from harm, provide advice, guidance and when absolutely necessary use enforcement to keep the public and our firefighters safe.	Prevent We are there for you. We are a visible presence that provides reassurance, support and advice. Alongside our partners, we protect the most vulnerable and reduce inequalities.	Prepare We will always be the best that we can be by having highly skilled and trained people who plan for every risk and keep our teams safe and effective.	Respond We will be there when you need us most, putting out all the stops to save lives. Whether we are taking 999 calls, or attending incidents, we keep our communities safe.	<p>We are bold Embracing new ideas to build on the confidence and trust the community place in us.</p> <p>We are professional Always giving our best to be the best we can be.</p> <p>We are safe Protecting lives and keeping our firefighters safe.</p> <p>We are built to help Looking after people and looking after each other.</p> <p>We are positive Recognising how far we have come and being positive about the future.</p> <p>We are relentless Overcoming barriers to help people feel safe.</p>
We serve with Courage By never settling for the status quo By being decisive and calm under pressure By having determination to see things through By being prepared to fail By celebrating diversity and being open to new opportunities and challenges By setting high standards and not being embarrassed for doing so By challenging ourselves to be better	We serve with Integrity By doing the right thing even when it is hard or no one is looking By leading by example By standing up for what matters By being open, honest and fair By making decisions based on facts By explaining the why By being consistent By always doing what we say we are going to do	We serve with Compassion By acting with empathy and kindness By actively listening - hearing what is being said By going the extra mile to help By looking after and supporting each other, noticing what is going on for people By recognising each other's contribution By creating a sense of belonging By embracing and understanding difference		

<p>Core Code of Ethics for Fire and Rescue Services England</p>	<p>WE ARE MERSEYSIDE FIRE & RESCUE SERVICE To be the best Fire & Rescue Service in the UK. One team, putting its communities first.</p>	<p>Core Code of Ethics >> MFRS Leadership Message</p> <p>Putting our communities first > We are built to help.</p> <p>Integrity > Integrity, being consistent.</p> <p>Dignity & Respect > Compassion, looking after and supporting people.</p> <p>Leadership > We are professional, positive and serve with Integrity.</p> <p>Equality, Diversity & Inclusion > We celebrate diversity, embrace and understand differences and recognise each other's contributions.</p>
<p>OUR GROUND RULES</p>	<p>WE ARE MERSEYSIDE FIRE & RESCUE SERVICE To be the best Fire & Rescue Service in the UK. One team, putting its communities first.</p>	<p>Our Ground Rules >> MFRS Leadership Message</p> <p>Respect difference and Individuality, making Merseyside Fire & Rescue Service a great place to work ></p> <ul style="list-style-type: none"> > Celebrating diversity and being open to new opportunities and challenges. > Standing up for what matters, being open, honest and fair. > Recognising each other's contribution. > Creating a sense of belonging, embracing and understanding difference.
<p>NFCC Leadership Framework</p>	<p>WE ARE MERSEYSIDE FIRE & RESCUE SERVICE To be the best Fire & Rescue Service in the UK. One team, putting its communities first.</p>	<p>NFCC Leadership Framework >> MFRS Leadership Message</p> <p>Leading Yourself ></p> <ul style="list-style-type: none"> > Doing the right thing even when it is hard or no one is looking. > Looking after people and looking after each other. > Setting high standards and not being embarrassed for doing so. > Embracing new ideas to build on the confidence and trust the community place in us. > Protecting lives and keeping Firefighters safe.
<p>British Values</p>	<p>WE ARE MERSEYSIDE FIRE & RESCUE SERVICE To be the best Fire & Rescue Service in the UK. One team, putting its communities first.</p>	<p>British Values >> MFRS Leadership Message</p> <p>Democracy > Compassion, recognising other peoples contribution.</p> <p>Rule of Law > Here to serve. Here to protect. Here to keep you safe.</p> <p>Mutual Respect > Acting with empathy and kindness. Being open, honest and fair.</p> <p>Individual Liberty > Embracing and understanding difference. Celebrating diversity and being open to new opportunities and challenges.</p>



MERSEYSIDE FIRE & RESCUE SERVICE

LEADERSHIP BEHAVIOURS

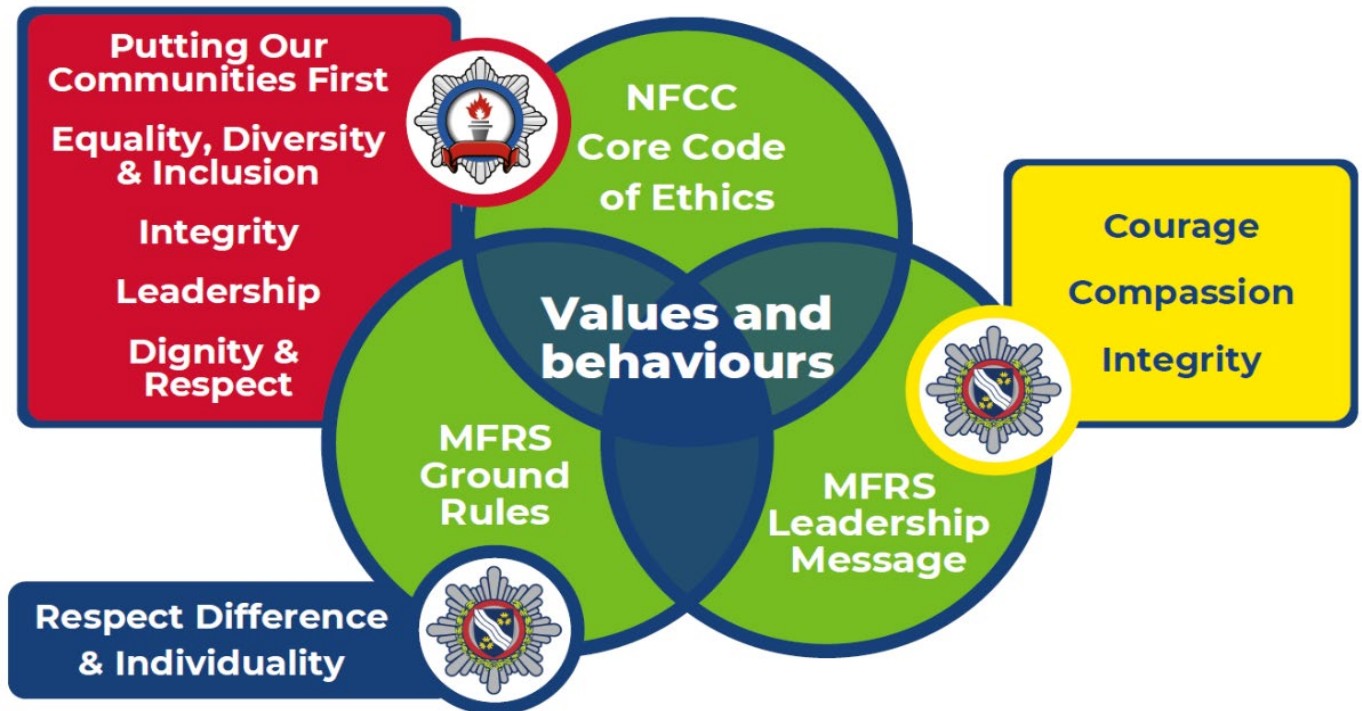
At Merseyside Fire & Rescue Service, our **Leadership Behaviours** below highlight both the 'WHAT' & 'HOW' we are expected to behave and the difference we make to the people around us. Our Leadership Behaviours reflect our Leadership Message and, in particular, our values that help us define the behaviours we are all expected to demonstrate. We have also integrated the fire service Core Code of Ethics and utilised the four leadership themes from the NFCC Leadership framework & identified leadership descriptors for each level of management. The four themes are:



PERSONAL IMPACT • OUTSTANDING LEADERSHIP • SERVICE DELIVERY • ORGANISATIONAL EFFECTIVENESS

PERSONAL IMPACT WHAT	LEADING YOURSELF Everyone (HOW)	LEADING OTHERS Supervisory Managers (HOW)	LEADING THE FUNCTION Middle Managers (HOW)	LEADING THE SERVICE Strategic Managers (HOW)
	I demonstrate Service values and behaviours.	I consistently lead by example.	I set standards of behaviour in line with Service values and behaviours	I promote and role model behaviours and make strategic decisions in line with our Leadership Message.
	I value inclusion and set a positive example to others.	I take responsibility for inclusion, and encourage different points of view.	I role model and mentor others in how they communicate and engage to encourage inclusion.	I promote and uphold our values and professional standards and communicate the importance of ethical and inclusive approaches to our work.
OUTSTANDING LEADERSHIP WHAT	I reflect on my own strengths and see the strengths of others (using colours).	I give and receive feedback.	I provide a visible presence and recognise the contribution of others.	I actively engage with teams to seek their views.
	I am an ambassador for the Service, taking pride and responsibility for the work we do and encouraging others to do the same.	I work with the team to establish a clear sense of purpose and set expectations to achieve our goal.	I work internally and externally to set clear work and objectives, actively monitoring the performance of the team and giving positive developmental feedback.	I engage with others to establish the strategic direction and the working goals of the organisation
	I take responsibility and accountability for the quality of my own work.	I have responsibility for team effectiveness which focusses on improving outcomes and decisions.	I am accountable for the output of my teams and devolve responsibility for work to the appropriate level.	I empower, enable, and inspire people to understand and commit to the vision and communicate openly.
SERVICE DELIVERY WHAT	I role model proactively, learning new skills and behaviours.	I look for opportunities to support others through appraisal, coaching and mentoring.	I nurture future talent and proactively plan for succession. I look for opportunities to coach, mentor and support people outside of my teams.	I foster and embed the principles of a learning organisation.
	I find out about my local community risks & associated behaviours to ensure we are offering the best service.	I seek to understand, prioritise & address the specific risks and diverse needs of people and communities.	I take a business-like broad approach that considers how to achieve better outcomes for communities.	I shape the wider community outcomes for the Merseyside Region.
	I plan ahead and prioritise my work, managing my time effectively to get things done.	I look ahead to anticipate issues with local service delivery and performance and make plans to resolve or minimise issues.	I monitor the quality-of-service delivery and share information so that people know how well we are performing and plan accordingly.	I take a long-term view to consider the future political, social and economic landscape and communicate this to the organisation and external organisations.
ORGANISATIONAL EFFECTIVENESS WHAT	I work to foster trust with others & build constructive working relationships to achieve goals.	I encourage my team to build constructive working relationships with others to achieve our aims.	I seek out opportunities to work collaboratively across teams and functions to improve service delivery.	I proactively build and sustain collaborative relationships with high-level stakeholders.
	I know what the key organisational goals are and how I contribute.	I make sure the team understands how our work contributes to and delivers organisational priorities.	I am aware of wider organisational and political priorities and how my function contributes more widely.	I lead the organisation and develop the vision, mission and strategic business plan, inclusive of diverse and changing community risks.
	I work within the organisation's policies, procedures and processes.	I manage quality in my team, and use various sources of feedback and evidence to understand how we are performing and managing risk.	I actively seek to understand the nature of risk in various projects and act to mitigate those risks or report them.	I act as a professional advisor to governance at all levels.
ORGANISATIONAL EFFECTIVENESS WHAT	I continuously seek to improve my performance & share my ideas.	I promote continuous improvement for the team and the organisation through listening and implementing ideas.	I apply the latest business processes and do not settle for the status quo.	I foster and enable continuous improvement & promote an innovation culture encouraging people to experiment and learn.

Our Leadership Message & Service Values has been created in partnership with our staff, ensuring that they fully reflect what it means to be part of Merseyside Fire & Rescue Service. Directly aligning with the Core Code of Ethics for Fire & Rescue Services and combined with our Service Ground Rules this demonstrates the Values and Behaviours expected of employees in MFRS.



Core Code of Ethics: The 5 Ethical Principles.



Putting our communities first

We put the interests of the public, the community, and service users first.



Integrity

We act with integrity including being open, honest, and consistent in everything that we do.



Dignity and respect

We treat people with dignity and respect, making decisions objectively based on evidence, without discrimination or bias.



Leadership

We are all positive role models, always demonstrating flexible and resilient leadership.

We are all accountable for everything we do and challenge all behaviour that falls short of the highest standards.



Equality, diversity, and inclusion (EDI)

We continually recognise and promote the value of EDI, both within the FRS and the wider communities in which we serve.

We stand against all forms of discrimination, create equal opportunities, promote equality, foster good relations, and celebrate difference.

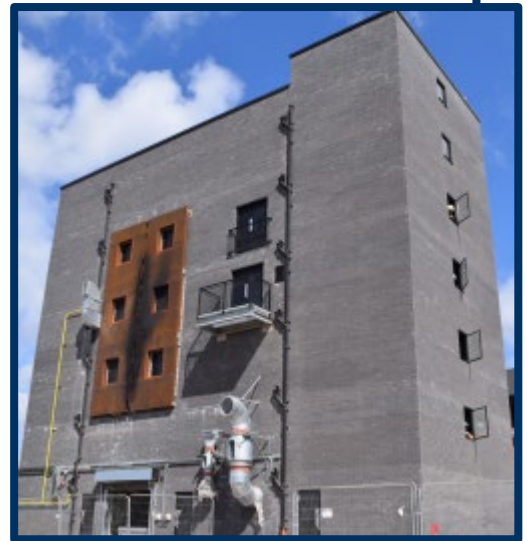
WANT TO FIND OUT MORE? *WHY NOT PAY US A VISIT*

We hope our candidate pack has given you a flavour of what its like here at Merseyside Fire & Rescue Service, but if you'd like to get a real feeling of what its like here – **why not pay us a visit!**

We'd like to encourage applicants to get in touch during the advert window, we'll make all the necessary arrangements to make sure you get the most from your visit.

We're immensely proud of our world class facilities and amazing people, we'd love to show them off to you.

If you would like to arrange a visit or have an informal chat about this role, please contact Chief Fire Officer Nick Searle – nicksearle@merseyfire.gov.uk during the advert window.



KEY DOCUMENTS

If you like to understand more about us through our Corporate Plans you can find our Community Risk Management Plan, People Plan and Medium Term Financial Plan here - <https://tinyurl.com/3pjxauuv>



KEY DATES

- ☑ Advert Closing Date
(15th June 2025)
- ☑ Shortlisting
(16th – 18th June 2025)
- ☑ Command
(23rd June – 2nd July 2025)
- ☑ Assessment Stage
(w/c 30th June 2025)

