

JOB PROFILE



JOB TITLE:	Lead Health and Fitness Advisor
SALARY GRADE:	Grade 9
JE REFERENCE:	A821
DIRECTORATE:	People and Organisational Development
TEAM:	Health and Wellbeing Team
LOCATION OF WORK:	Service Headquarters
HOURS OF WORK:	35
DIRECTLY RESPONSIBLE TO:	HR Advisor (Health and Wellbeing)
RESPONSIBLE FOR:	Nutritionist & Physical Training Advisor and Health and Fitness Advisors

LEADERSHIP BEHAVIOUR LEVEL:	Leading Others
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MAIN JOB PURPOSE

As a qualified Fitness Instructor, the post holder will work in the Health and Wellbeing Team with the joint aim to ensure that staff are physically fit enough to carry out their roles.

The Lead Health and Fitness Advisor will arrange, monitor and deliver the physical fitness testing programme for operational firefighters. They will have the ability to design and deliver tailored exercise programmes for body weight management and improving aerobic capacity.

The post holder will provide day-to-day leadership and line management of the Nutritionist & Physical Training Advisor and the Health and Fitness Advisors, ensuring the effective delivery of physical fitness, rehabilitation and health promotion services across the Service.

The post holder will support strategic development, implementation and governance of the physical fitness policy within the Service. This includes the selection and justification of physical fitness tests, the oversight of safe and effective exercise testing procedures and ongoing evaluation of fitness guidance and management processes.

KEY AREAS OF RESPONSIBILITY

1. Provide day-to-day leadership, supervision and development of the Nutritionist & Physical Training Advisor and Health and Fitness Advisors, ensuring effective delivery of the Physical Fitness programme.
2. To design and deliver personalised exercise programmes to support operational staff in meeting the requirements of the Fitness Policy. This will include body weight management, improvement of cardio fitness and exercise programmes to support staff recovering from injuries.
3. Plan and administer the annual Firefighter fitness assessments and recommend actions for improvement should fitness standards not be met.
4. To implement the Service weight management protocol and monitor and develop weight management Support Forms, giving advice to staff to help reduce their weight.
5. To support staff that are unfit for their usual role with appropriate rehabilitation fitness or health advice by developing bespoke fitness training programmes and dietary advice.
6. To arrange and conduct functional fitness assessments and re-familiarisation training for Firefighters to facilitate their return to operational duties.

7. Assist and advise on risk assessments in relation to fitness training facilities, procedures and equipment.
8. Analyse data, identify trends and produce reports as required.
9. Design and deliver fitness/health promotion campaigns, presentations and materials for use across the service in response to any identified needs
10. Advise and assist with fitness related to recruitment and the physical entry requirement. The post holder will arrange the Physical Training team's involvement in recruitment activities.
11. In liaison with the Physical Training team, conduct two weekly fitness sessions for Firefighter Apprentices during their recruit training period.
12. To conduct gym inductions with staff, ensuring the completion of PAR-Q forms, giving guidance to staff on the use of gym equipment
13. In liaison with the Estates team, ensure that there is a programme of servicing fitness equipment and assist with the planned replacement and procurement of fitness equipment.
14. To work with the Health and Wellbeing Team to assess any additional training needs of the Service in fitness and health and support and endorse any associated health promotions.
15. To provide lifestyle and fitness advice to all employees of the Service.
16. Maintain confidential, accurate and comprehensive records.
17. Whilst based at Service Headquarters, the post holder will be required to undertake the duties of this role at all fire service locations across Merseyside.
18. Occasional evening and weekend work may be required.

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

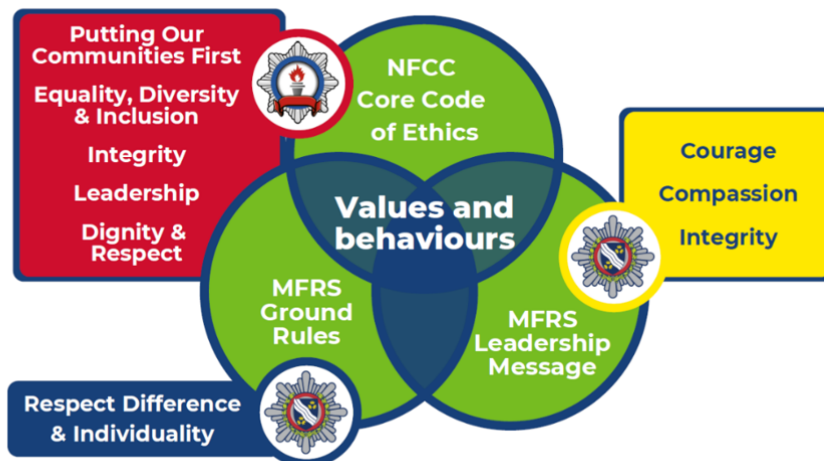
- By doing the right thing even when it is hard or no one is looking
- By leading by example
- By standing up for what matters
- By being open, honest and fair
- By making decisions based on facts
- By explaining the why
- By being consistent
- By always doing what we say we are going to do

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 MFRA'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.

-  **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.



LEADERSHIP BEHAVIOURS

Personal Impact	I consistently lead by example.	I take responsibility for inclusion, and encourage different points of view.	I give and receive feedback.
Outstanding Leadership	I work with the team to establish a clear sense of purpose and set expectations to achieve our goal.	I have responsibility for team effectiveness which focusses on improving outcomes and decisions.	I look for opportunities to support others through appraisal, coaching and mentoring.
Service Delivery	I seek to understand, prioritise & address the specific risks and diverse needs of people and communities.	I look ahead to anticipate issues with local service delivery and performance and make plans to resolve or minimise issues.	I encourage my team to build constructive working relationships with others to achieve our aims.
Org. Effectiveness	I make sure the team understands how our work contributes to and delivers organisational priorities.	I manage quality in my team, and use various sources of feedback and evidence to understand how we are performing and managing risk.	I promote continuous improvement for the team and the organisation through listening and implementing ideas.

Date job profile prepared / revised:

29.05.26 K Patterson

MERSEYSIDE FIRE & RESCUE SERVICE

PERSON SPECIFICATION



**MERSEYSIDE
FIRE & RESCUE
SERVICE**

Job Title:	Lead Health and Fitness Advisor	Team:	Health and Wellbeing Team
Salary:	Grade 9	Directorate:	People and Organisational Development
JE Reference:	A821		

QUALIFICATIONS & TRAINING		ESSENTIAL/DESIRABLE	ASSESSED BY
	A degree (or equivalent) in exercise science or closely related discipline	E	PD
	A qualified fitness advisor, with a recognised fitness qualification (Minimum NVQ L3)	E	PD
	First Aid at Work certificate	D	PD
KNOWLEDGE & EXPERIENCE		ESSENTIAL/DESIRABLE	ASSESSED BY
	Knowledge of exercise physiology, testing and measurement	E	A&I
	Knowledge of improving the physical wellbeing and health of individuals	E	A&I
	Knowledge of Occupational Health and Wellbeing Services	D	A&I
	Knowledge of Fire Service Fitness Tests	D	A&I
	Knowledge of the principles of Health and Safety	D	A&I
	Experience of developing and delivering fitness training programmes	E	A&I
	Experience of working in a rehabilitation support role in an organisational environment	E	A&I
	Experience of maintaining administration systems	E	A&I
	Experience using Microsoft packages, including Excel and Word	E	A&I
	Experience at working as part of a team	E	A&I
	Experience advising on weight management and dietary issues	E	A&I
	Experience of working within both a fitness environment and office environment	E	A&I
	Experience of working within a confidential environment	D	A&I
SKILLS & ABILITIES		ESSENTIAL/DESIRABLE	ASSESSED BY
	Ability to motivate people to improve their health and fitness	E	A&I
	Well developed interpersonal and communication skills	E	A&I
	Highly self-motivated	E	A&I
MEMBERSHIP/ ACCREDITATION			
	Certification through American College of Sports Medicine (ACSM)	D	PD
	Accreditation as a Sports and Exercise Scientist through the Chartered Association of Sport and Exercise Sciences (CASES)	D	PD
WORK RELATED CIRCUMSTANCES		ESSENTIAL/DESIRABLE	ASSESSED BY
	Full Manual UK Driving Licence	E	PD
	Availability to undertake occasional evening and weekend work	E	A&I

A Application **I** Interview **PD** Produce Documentation