

JOB PROFILE



JOB TITLE:	FSD Advisor
SALARY GRADE:	Grade 3
JE REFERENCE:	A636
DIRECTORATE:	Community Risk Management
TEAM:	Fire Service Direct
LOCATION OF WORK:	Service Headquarters
HOURS OF WORK:	35
DIRECTLY RESPONSIBLE TO:	FSD Manager

LEADERSHIP BEHAVIOUR LEVEL:	Leading Yourself
------------------------------------	------------------

MAIN JOB PURPOSE

To make outbound calls and process incoming calls, to book and maintain a diary of appointments for personnel to carry out Safe & Well visits.

The post holder will be committed to, encourage and promote the values of MFRS, the National Core Code of Ethics for Fire & Rescue Services, and act in accordance with our Ground Rules.

KEY AREAS OF RESPONSIBILITY

1. To maintain records of Safe & Well visits any other relevant information and Prevention interventions on CFRMIS.
2. To answer inbound calls and emails and deal with requests in an efficient manner.
3. To make outbound calls and book appointments for Safe & Well visits to set targets.
4. Follow templated scripts when providing specific advice/information.
5. To record all activities and enter relevant information into the correct systems in an efficient manner.
6. Keep records of all conversations/interventions on CFRMIS in a comprehensible way
7. To communicate diary appointments to Service users as necessary.
8. Any other duty of a similar nature commensurate with the grade as required.
9. Attend any training relevant to the role to improve knowledge and performance level.
10. Meet personal/team qualitative and quantitative targets.

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

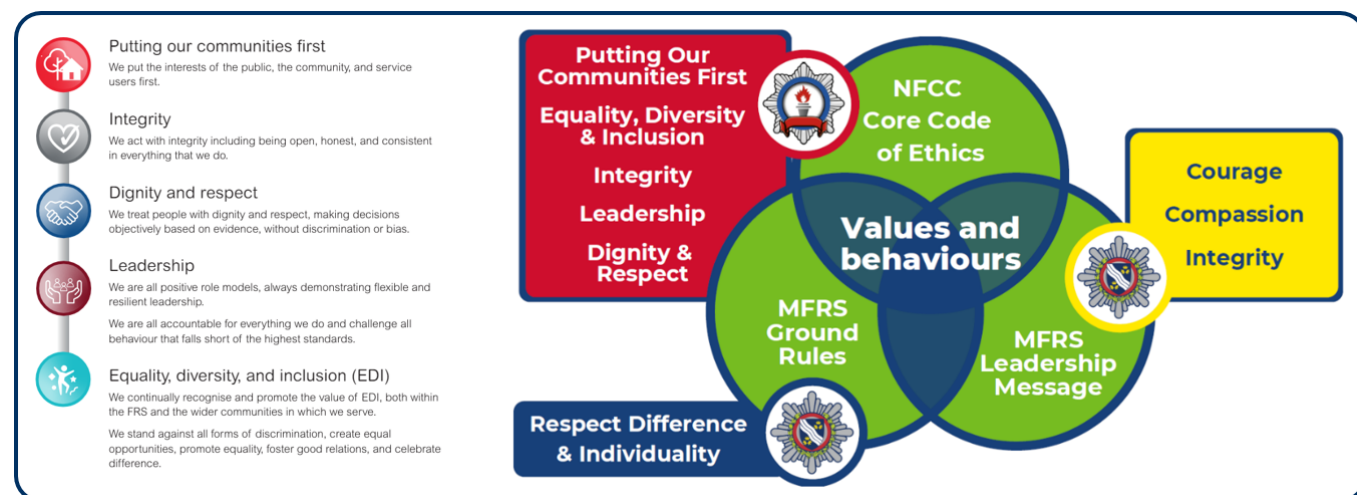
We serve with **Integrity**

- 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.



LEADERSHIP BEHAVIOURS

LEADING YOURSELF

Personal Impact	I demonstrate Service values and behaviours.	I value inclusion and set a positive example to others.	I reflect on my own strengths and see the strengths of others (using colours).
Outstanding Leadership	I am an ambassador for the Service, taking pride and responsibility for the work we do and encouraging others to do the same.	I take responsibility and accountability for the quality of my own work.	I role model proactively, learning new skills and behaviours.
Service Delivery	I find out about my local community risks & associated behaviours to ensure we are offering the best service.	I plan ahead and prioritise my work, managing my time effectively to get things done.	I work to foster trust with others & build constructive working relationships to achieve goals.
Org. Effectiveness	I know what the key organisational goals are and how I contribute.	I work within the organisation's policies, procedures and processes.	I continuously seek to improve my performance & share my ideas.

Date job profile prepared / revised:

September 2026 – M Pomeroy

MERSEYSIDE FIRE & RESCUE SERVICE

PERSON SPECIFICATION



Job Title:	FSD Advisor	Team:	Fire Service Direct
Salary:	Grade 3	Directorate:	Community Risk Management
JE Reference:	A636		

QUALIFICATIONS & TRAINING		ESSENTIAL/DESIRABLE	ASSESSED BY
	Good level of education in English & Mathematics.	E	P D
	An E.C.D.L Certificate or equivalent.	D	P D
KNOWLEDGE & EXPERIENCE		ESSENTIAL/DESIRABLE	ASSESSED BY
	An understanding of Data Protection.	E	A & I
	Previous experience working in reception / call centre work.	E	A & I
	Experience in dealing with phone calls.	E	A & I
	Previous experience of dealing with enquiries from the general public.	E	A & I
SKILLS & ABILITIES		ESSENTIAL/DESIRABLE	ASSESSED BY
	Good interpersonal skills with the ability to communicate effectively verbally with a wide range of people in a clear and accurate manner.	E	A & I
	Good persuasion skills.	E	A & I
	Good customer service skills	E	A & I
	Excellent telephone manner.	E	A & I
	Ability to work to deadlines.	E	A & I
	Ability to work independently.	E	A & I
	Ability to work well within a team.	E	A & I
	Highly motivated.	E	A & I
	Accuracy and attention to detail.	E	A & I
	Ability to use a keyboard with both precision and speed.	E	A & I
	Good I.T. skills including the use of Microsoft Word, Excel and database packages.	E	A & I
	Good literacy skills.	E	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.	E	A & I
	Meet the medical and fitness standard required for the role	E	MFRS
	Disclosure Barring Service check, verification of unspent criminal records will be undertaken in the in the form of a standard disclosure barring service check	E	MFRS

A	Application	I	Interview	PD	Produce Documentation	MFRS	If successful & conditionally offered the role, MFRS will complete
----------	-------------	----------	-----------	-----------	-----------------------	-------------	--