



Gwasanaeth Tân ac Achub
Canolbarth a Gorllewin Cymru

Mid and West Wales
Fire and Rescue Service

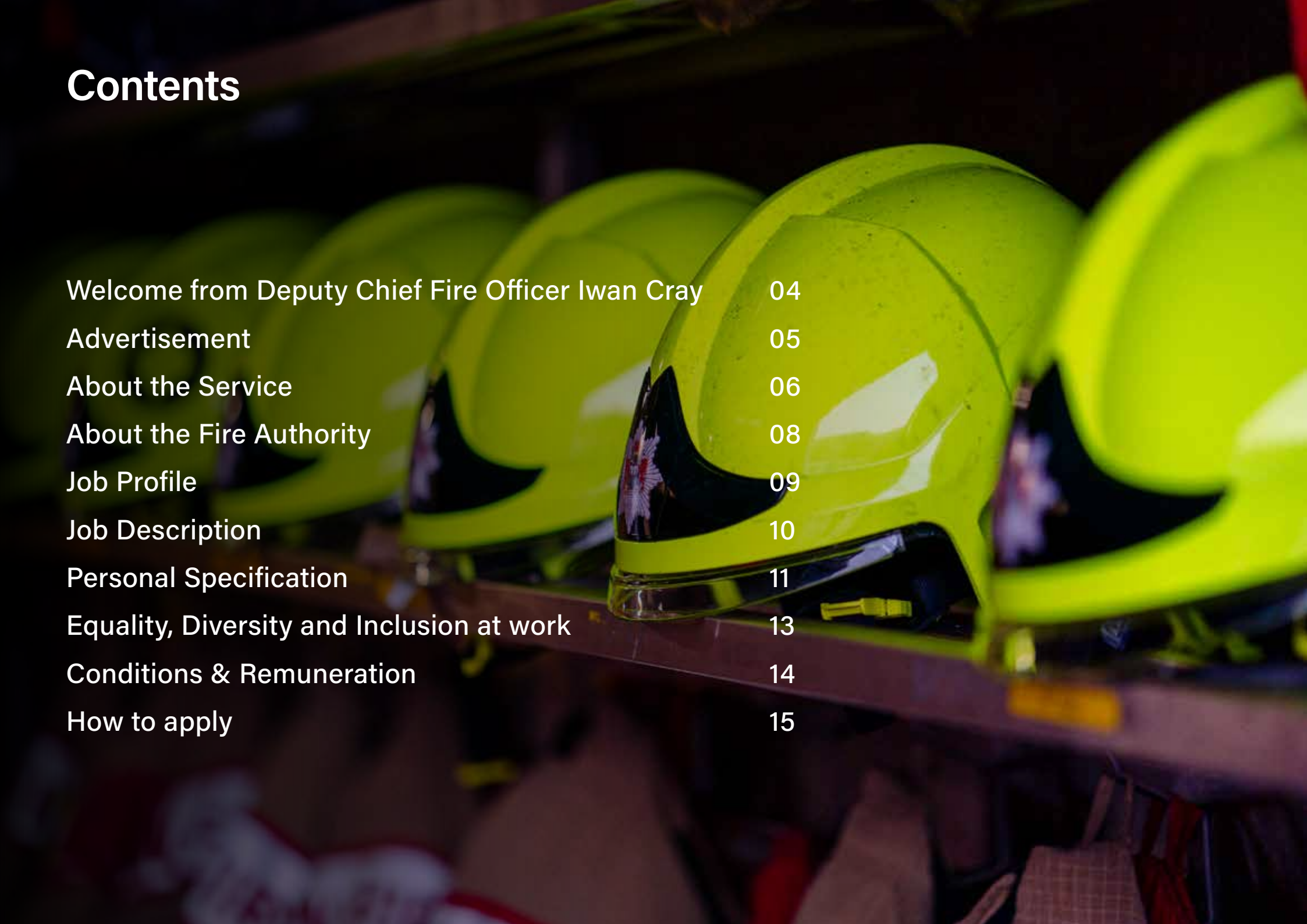
Area Manager

Candidate Pack, October 2025

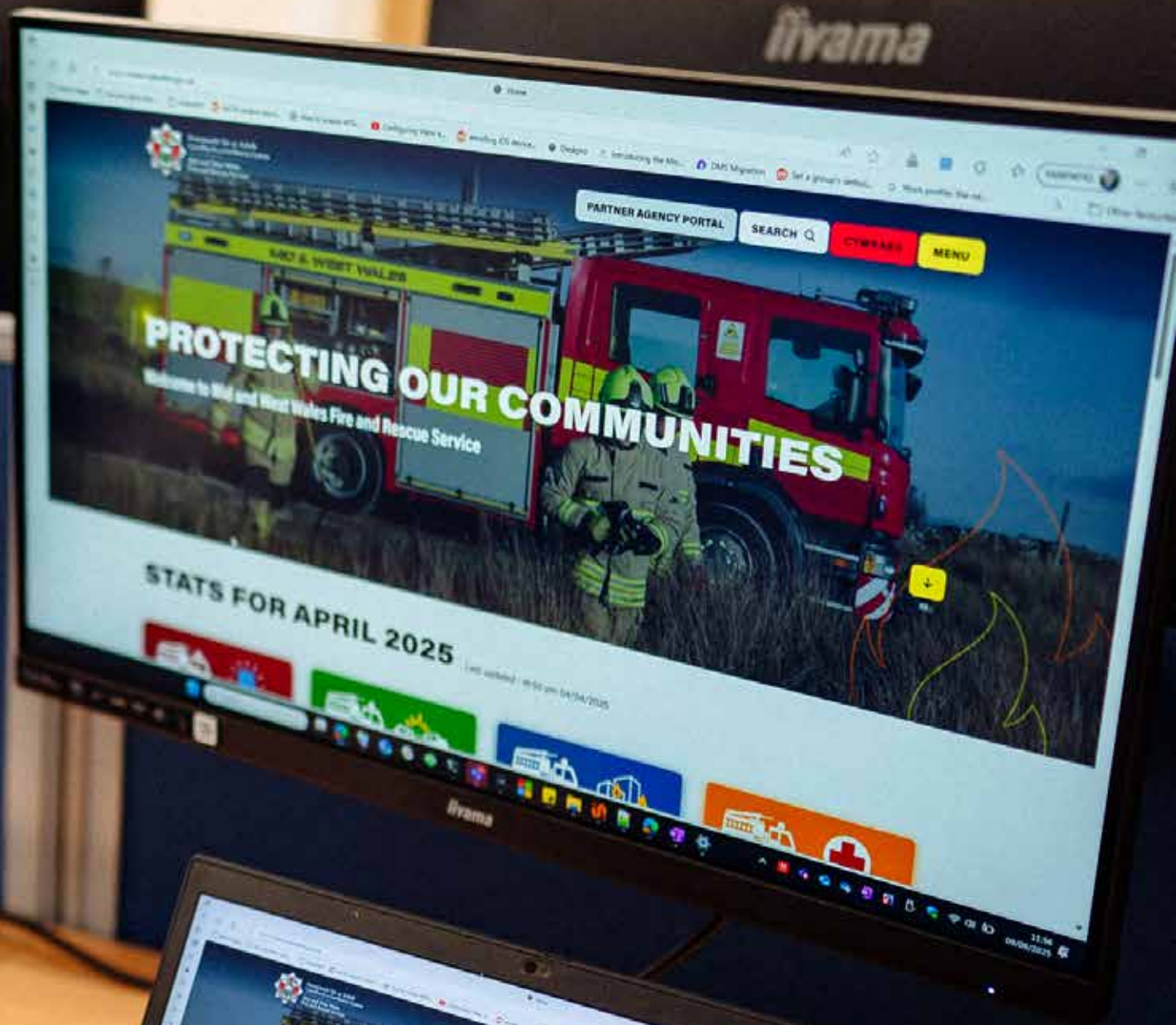


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Contents

A row of yellow fire helmets is displayed on a shelf. The helmets are arranged in a line, with the one in the foreground being the most prominent. They have a glossy finish and a black visor area. The background is dark and out of focus.

Welcome from Deputy Chief Fire Officer Iwan Cray	04
Advertisement	05
About the Service	06
About the Fire Authority	08
Job Profile	09
Job Description	10
Personal Specification	11
Equality, Diversity and Inclusion at work	13
Conditions & Remuneration	14
How to apply	15



Welcome from Deputy Chief Fire Officer Iwan Cray, Mid and West Wales Fire and Rescue Authority

Dear Applicant,

Thank you for your interest in the role of Area Manager for Mid and West Wales Fire and Rescue Service. Our vision is to 'deliver the best possible Fire and Rescue 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.

On average, Mid and West Wales Fire and Rescue Service attends c12000 incidents every year. Over the last ten years we have attended approximately 5,700 house fires, 2,200 non-domestic fires, 9,650 road traffic accidents, 9,100 grass and forestry fires and 3,650 flooding incidents. However, our attendance at traditional fire related incidents is decreasing. In the same time period, our attendance at deliberate fires has reduced by 34%; and our attendance at accidental dwelling fires has reduced by 28%.

We believe this trend in our incident attendance is a result of our preventative work in the community. Indeed, over the last five years alone we have delivered 85,690 Home Fire Safety Checks, engaged with 184,401 young people through our education programmes and undertaken 10,798 inspections of commercial premises. Furthermore, our firefighters have responded to 10,232 medical response incidents, which is an increase of 12% on the previous five years. We also continue to work closely with the Welsh Ambulance Service Trust to increase our medical response capabilities.

Notwithstanding our clear successes, there is no avoiding the fact that the financial climate we are operating within will continue to create additional pressures on the level of service we currently provide and thus stretch our resources even further. To enable the Service to continue adapting, we have set out our future intent through the formulation of a Community Risk Management Plan (CRMP), bringing about a renewed focus upon the needs of our communities which will shape the future delivery of our services.

This will mean that whilst the role of Area Manager will no doubt be challenging, I believe the right person, with the requisite drive, passion and desire to make a difference, will be a key influencer and leader to ensure the ongoing success of the Service.

Our commitment is to adapt to challenges in a positive way by collaborating with other partners and stakeholders. I believe that collaborative working is the future for all public services, enabling us to improve the way we work; share our people and financial resources; and ultimately save more lives.

Delivering an improved and successful Service is only possible by employing the right people. I want the best employees who are representative of our communities; trained in the best way to ensure their safety; and provided with the best equipment so they can operate to the highest standards.

If you believe you share our vision and commitment to the communities of mid and west Wales, then I would like to hear from you. If you are interested in applying, I would welcome the opportunity to discuss further with you.

Thank you and good luck!
Deputy Chief Fire Officer Iwan Cray



Advertisement

Area Manager B

Salary – £67,792 - £74,360 (20% Flexible Duty Allowance and 12% Continuous Duty Allowance) + excellent benefits

Location – Service Headquarters, Carmarthen

Mid and West Wales Fire and Rescue Service is seeking a forward-thinking and inspirational Area Manager B to join our Executive Leadership Team. This is a rare opportunity to play a key role in shaping the future of one of the UK's most respected Fire and Rescue Services.

As Area Manager, you will provide strategic leadership across your portfolio, ensuring our people, resources, and partnerships are aligned to deliver excellence for the communities we serve. You'll be a visible and values-driven leader, capable of operating at the highest levels of command, while also driving innovation, collaboration, and continuous improvement.

We are looking for a leader who:

- Brings a proven track record of strategic leadership
- Can influence and collaborate across a wide range of stakeholders and partners
- Is committed to delivering high performance, inclusive culture, and service transformation
- Has the ability to lead during major incidents and contribute to national and regional initiatives
- Can inspire and empower teams to deliver against ambitious goals

You will play a vital role in shaping and delivering future Service delivery strategies, ensuring our people are supported, our communities are protected, and our organisation continues to evolve to meet emerging challenges.

This is your opportunity to lead with integrity, drive meaningful change, and make a lasting impact across mid and west Wales.

To find out more and how to apply please visit [Penna | Jobs](#) or for an informal discussion about this exciting role, please contact our partner's colleague Fizza Islam at Executive@LHH.com or on **0141 220 6460**.

Applications must be submitted by **Wednesday 5 November 2025**.



About the Service

We work hard to serve over 900,000 people living in the areas of Powys, Carmarthenshire, Ceredigion, Neath Port Talbot, Pembrokeshire and the City and County of Swansea.

Mid and West Wales Fire and Rescue 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 makes up almost two-thirds of Wales. It covers a predominantly rural area of 4,500 square miles (11,700 km²) and comprises 58 stations, split across three Divisions (Northern, Western and Southern). The Service is the third geographically largest Fire and Rescue Service in the United Kingdom, behind the Scottish and Northern Ireland Fire and Rescue Services.

The Service has the third highest population sparsity in England and Wales and there are 900,000 people living within the area we serve. This number swells to over 1.5 million as a result of tourism through the summer months.

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.

We are proud that our 1,350 colleagues serve over 430,000 households and 43,000 business premises. We work hard to serve over 900,000 people in living in the areas of Powys, Carmarthenshire, Ceredigion, Neath Port Talbot, Pembrokeshire and the City and County of Swansea.

Our Vision

We work to:

- Deliver the best possible service for the communities of Mid and West Wales

Our Enablers are:

- Our People
- Corporate Social Responsibility
- Digital and Information Communications Technologies Strategy
- Leadership and Management, Governance, division making and continuous improvement
- Financial Resilience
- Partnership and Collaboration



Our Behaviours.

We:

- Are accountable
- Demonstrate integrity
- Are respectful
- Are impartial
- Are ethical

To find out more, please visit our [website](#)





About the Fire Authority

Mid and West Wales Fire and Rescue Authority is made up of 25 elected members who represent the six Local Authorities within the mid and west Wales area (Carmarthenshire, Ceredigion, Neath Port Talbot, Pembrokeshire, Powys and the City and County of Swansea).

They are publicly accountable and have a statutory responsibility to maintain a Fire and Rescue Service for our communities, in accordance with the following legislation and regulations:

- Local Government (Wales) Act 1994.
- Mid and West Wales (Combination Scheme) Order 1995.
- Fire and Rescue Services Act 2004.
- Regulatory Reform (Fire Safety) Order 2005.
- Combined Fire and Rescue Services Schemes (variation Wales Order 2009).
- Local Government (Wales) Measure 2009 amended 2011.
- Local Government and Elections (Wales) Act 2021.
- Fire and Rescue Services National Framework for Wales.
- Well-being of Future Generations (Wales) Act 2015.

The Authority has a statutory obligation to maintain a Fire and Rescue Service capable of dealing effectively with calls for assistance in the case of fire and other emergencies



Job Profile

A challenging and exciting opportunity exists for the right people to form part of Mid and West Wales Fire and Rescue Service's Executive Leadership Team in the posts of Area Manager B. One substantive vacancy currently exists.

The post is likely to appeal to an individual seeking the opportunity to make a real difference in an organisation which has demonstrated consistently high levels of performance and innovation during a time of change and financial pressures.

The Person

Suitable applicants will have already demonstrated a successful track record in achievement and leadership and be able to show a clear understanding of the challenges facing the Service and wider sector over the forthcoming 5 years and beyond. You will need to think creatively and channel the energy and commitment of colleagues, to inspire positive performance to seek continual improvement.

You will have the skills and aptitudes to operate effectively at a strategic level and be able to provide examples of where your professional practice has made a positive difference.

The mid and west Wales area covers over 11,700 km² and over 650 km of coastline. The Service is the third geographically largest Fire and Rescue Service in the United Kingdom, behind the Scottish and Northern Ireland Fire and Rescue Services.

It has a diverse range of risks, including the urbanised City and County of Swansea, petrochemical and shipping industries around Milford Haven, Baglan and Port Talbot, universities at Aberystwyth, Carmarthen, Lampeter and Swansea, as well as a large rural agricultural and forestry base.

Successful applicants will be based at Fire Service Headquarters in Carmarthen, which administers 58 fire stations and 1300 staff with a budget of £73 million.

Mid and West Wales provides a beautiful environment in which to live and work, and the opportunity for a high quality of life. Good re-location allowances and conditions of service apply



Job Description



Main Purpose of the Job:

The Area Manager B is a senior leadership role within Mid and West Wales Fire and Rescue Service, reporting directly to a designated Director. The postholder plays a critical role in delivering the Service's strategic aims and objectives, providing operational leadership, and ensuring the effective delivery of services across the region.

As a key member of the Executive Leadership Team, the Area Manager B contributes to the strategic direction of the organisation, leads on major projects and initiatives, and provides senior command at significant and major incidents. The role also involves working closely with internal teams, external partners, and stakeholders to ensure the Service continues to meet the evolving needs of the communities it serves.

The Area Manager B is responsible for ensuring that the Service's statutory duties are discharged effectively, safely, and in line with the Service's Vision and Behaviours and Community Risk Management Plan.

Key Responsibilities:

- To contribute to the work of the Executive Leadership Team, undertaking corporate responsibilities for strategic determination and resource allocation, fully supporting all aspects of Service Delivery.
- Provide senior operational command and control of Service resources at the scene of major incidents or at the scene of lesser emergency incidents with sensitive political, social, environmental or personnel safety implications to ensure the effective discharge of the Service's statutory responsibilities.
- To provide budget scrutiny to portfolio responsibilities in accordance with National and Local Government Orders and Standing Instructions to ensure expenditure is within allocation and that the available finance is used to maximum effect.
- To work within National Issues Committees and engage with Service partners / stakeholders to develop and implement collaborative Service Delivery strategies.
- To work as a key member of the Service Leadership Team to drive service change and to act as project manager where required.
- Monitor areas of portfolio responsibilities to ensure realistic target setting, resource allocation and efficient delivering of services.
- Continually review the Service Delivery performance standards where necessary.
- Lead and develop efficient and effective, management and communications structures to enable the Service to discharge its statutory duties.
- To continue to develop and evaluate performance standards pertaining to Service Delivery objectives.
- Lead and develop partnerships with other Fire and Rescue Services, partners and agencies and represent the Service at local, regional and national level.
- To work with key stakeholders to develop future Service Delivery strategies that match the needs of our communities.
- Continuously identify opportunities for improvement in activities and evaluate the potential benefits to the Service. Plan and implement changes throughout the organisation to effect a continuous improvement in service delivery by inspiring, engaging and connecting with personnel, and ensuring both departmental and Service resilience.
- Prepare comprehensive, detailed reports for the Chief Fire Officer for presentation to the Fire and Rescue Authority, Executive Leadership Team and other stakeholders.
- Engage, where appropriate within the Service's policies, in the assessment, development and selection of personnel.
- Undertake personal appraisals and performance reviews, within the terms of the Service's policies, for personnel line managed.
- Organise, develop and implement personal work activities and development plans to continuously improve work-based performance.
- Plan, chair and participate in meetings as required.
- Attend appropriate functions and events in order to promote the Service within the Community.
- Assess the Service need for quality systems and to evaluate the benefits gained from the maintenance of such systems.
- Practice and promote the health and safety policies of the Service and to ensure the development and progression of health and safety within the sphere of responsibility of this job description and the health and safety of all employees and customers through personal accountability and commitment.
- Promote and role-model the Service's vision and behaviours, both within the organisation and in the delivery of services.



Personal Specification

Experience of management at a senior level in a Fire and Rescue Service with evidence of significant contribution made.



Physical Make-Up

- Must be physically fit and in good mental and bodily health in accordance with the appropriate Fire Service Recruitment Regulations and meet the medical requirements of the Service.

Qualifications / Vocational Training / Competences

- Relevant graduate or postgraduate qualification, or equivalent professional experience, with evidence of continuous professional development.
- Formal management qualification or equivalent through professional practice.

Knowledge and Experience

- Experience of management at a senior level in a Fire and Rescue Service with evidence of significant contribution made.
- Successful track record of managing multi-disciplinary teams/functions to achieve common ends.
- Experience of promoting the organisation at senior level with outside bodies, the press and media.
- Experience of policy and budget review.
- An understanding of the concept of continuous improvement and its implications for the Fire and Rescue Service.

- Experience in dealing with Elected Members and representative bodies at a Senior Management level (Desirable).
- Experience of managing performance management systems.

You can bring - Skills and Abilities

- Financial management skills, including budget management.
- Well-developed negotiating skills to provide a clear focus for action.
- Able to demonstrate corporate vision and understanding of organisation-wide issues and policies.
- Good oral and written communications skills.
- Flexibility and adaptability to meet conflicting priorities and pressures.
- Well developed interpersonal skills, consistent with a modern working environment.
- An objective and rational approach to decision making/ problem solving.
- Commitment to develop the quality ethos across all service delivery areas.
- Ability to involve all relevant groups in policy and service development.
- Empathy for the importance of the Welsh language in the life and work of Mid and West Wales, and an understanding of the diverse cultural and linguistic make up of the area.

- Ability to speak Welsh (Desirable).
- The ability to present orally to large Committee groups and to prepare such presentations to tight deadlines.

Other (Attitudes, Interest)

- Requirement to work on a continuous duty rota system and to attend events, functions etc, outside normal office hours.

Assessment Methods

- All criteria will be assessed through the Application Form, Selection Process, and where applicable, Certificates.



Equality, Diversity and Inclusion at work

Equality, Diversity and Inclusion are embedded in our core values and operational practices, influencing everything from community engagement and service delivery to recruitment, leadership and career development.

At Mid and West Wales Fire and Rescue Service, we are committed to fostering an inclusive workplace that reflects the diverse communities we serve.

We believe that a truly effective fire and rescue service must be representative of all backgrounds, cultures and perspectives, ensuring fairness, respect and equal opportunity for everyone. Equality, Diversity and Inclusion are embedded in our core values and operational practices, influencing everything from community engagement and service delivery to recruitment, leadership and career development.

We are committed to:

- Creating a welcoming and respectful environment where everyone feels valued and empowered.
- Recruiting and retaining a diverse workforce, including people from underrepresented backgrounds and communities.
- Ensuring equal access to career development, training, and progression opportunities.
- Continually reviewing and improving our policies, practices, and culture to reduce barriers and bias.
- Supporting mental health and wellbeing, recognising that inclusion is not just about identity, but also about ensuring people feel safe, seen, and supported.

The successful candidate will build on our progress, lead by example, and continue to promote a working environment where everyone feels valued, supported and empowered to reach their full potential.

Together, we will ensure our service is accessible, responsive and trusted by all the people and communities of Mid and West Wales.



Conditions & Remuneration

Working for the Service opens the door to a whole portfolio of benefits which can enhance your lifestyle.

Salary:

£67,792 - £74,360 (20% Flexible Duty Allowance and 12% Continuous Duty Allowance) + excellent benefits

Place of Work:

Service Headquarters, Carmarthen

Working for the Service opens the door to a whole portfolio of benefits which can enhance your lifestyle both now and into the future:

- Membership of a Pension Scheme
- Generous annual leave
- Learning and development
- Sports and social
- Health and fitness advisors
- Welsh Language Courses
- Shopping Benefits
- Occupational Health
- Free Car Parking
- Employee Assistance Programme
- Cycle to Work Scheme
- Employee Wellbeing
- Fire Fighters Charity



How to apply

Mid and West Wales Fire and Rescue Service believe that a truly effective fire and rescue service must be representative of all backgrounds, cultures and perspectives, ensuring fairness, respect and equal opportunity for everyone.

To apply for the post, please send a tailored CV and covering letter to [Penna | Jobs](#) or for an informal discussion about this exciting role, please contact our colleague Fizza Islam at Executive@LHH.com or on **0141 220 6460**.

Please note that the covering letter should answer the following 2 questions:

- Please provide evidence of how you have demonstrated an alignment to our Vision and Behaviours.
- Please provide a statement of your suitability for the role.

Your response to these questions must not exceed 500 words in total.

Mid and West Wales Fire and Rescue Service believe that a truly effective fire and rescue service must be representative of all backgrounds, cultures and perspectives, ensuring fairness, respect and equal opportunity for everyone. Equality, Diversity and Inclusion are embedded in our core values and operational practices, influencing everything from community engagement and service delivery to recruitment, leadership and career development.

We are constantly reviewing our approach to ensuring equality and diversity in our applications and would be pleased if you could complete an Equalities Monitoring Form.

Should you require any modifications or wish to speak with a member of our team to discuss any particular circumstances, please email the above address.

Timescales

- Closing date for applications: **Wednesday 5 November 2025**
- Assessment Centre (in Carmarthen): **w/c 1 December 2025**
- Interviews with Mid and West Wales Fire Authority (in Carmarthen): **w/c 15 December 2025**





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