

Gwasanaeth Tân ac Achub  
**De Cymru**



**South Wales**  
Fire and Rescue Service

**SOUTH WALES FIRE & RESCUE SERVICE  
HEADQUARTERS, FOREST VIEW BUSINESS PARK, LLANTRISANT**

**CORPORATE SERVICES DIRECTORATE**

**Lead Communications, Attraction and Engagement Officer  
37 HOURS PER WEEK  
REF: 502946**

**GRADE 11  
SALARY: £30,756 - £31,401**

An exciting opportunity has arisen to appoint a Lead Communications, Attraction and Engagement Officer within the Corporate Service Directorate, based at Fire and Rescue Service Headquarters.

The successful applicant will be responsible for implementing and developing all media and public relations activity, both internally and externally, on behalf of the Service. The role will also include leading corporate communications around our targeted risk reduction and attraction activities, as well as coordinating and attending corporate focused engagement opportunities within the communities of South Wales to share key safety messages and support identified departments also attending. The post holder will be expected to work dynamically and working some evening/weekend hours will be required in order to effectively deliver the duties and responsibilities outlined within this job description. **The role will also have line management responsibility for the** Communications, Attraction and Engagement Officers

The successful applicant will have a well-grounded knowledge of media and communications techniques and have excellent communication and engagement skills, as well as a degree or recognised qualification in a communications or a media related subject.

The main duties of the post will include:

- Implementation of the Communications Strategy for the Service as part of the identified campaigns and workload assigned by the Media Relations & Communications Manager.
- Managing and coordinating the delivery of our Engagement and Attraction Strategy.

- To monitor local and national news coverage and identify issues relating to the fire and rescue services and advise Media & Communications Manager of pertinent issues to enable appropriate action to be taken (if required).
- To coordinate and facilitate media interviews and liaise with relevant personnel accordingly in relation to campaigns, major incidents or related engagement events.
- Acting as press officer for media or campaign filming opportunities, as part of the agreed department processes, to ensure consistency and that the Service is being represented in an appropriate manner throughout.
- To write and issue press releases and features, to inform the media and public about the role, safety messages and activities of South Wales Fire and Rescue Service (SWFRS).
- To attend and participate in major and minor incidents, as well as attending exercises as required and co-ordinate media activity
- Handling daily press office / media enquiries relating to incidents attended by SWFRS. Creating proactive media relation opportunities with local and sector specific outlets.

This demanding post will require the successful candidate to work collaboratively with other Fire and Rescue Service personnel and the ability to travel is required.

We are a family friendly organisation and a flexible working system is in operation.

The successful candidate will be subject to a satisfactory Disclosure Scotland check and be required to undertake a Drug and Alcohol Test prior to an appointment being made.

An Application Form, Job Description and Person Specification can be downloaded from the Careers page of our website at [www.southwales-fire.gov.uk](http://www.southwales-fire.gov.uk)

**The closing date for receipt of applications is 12:00 midday on Monday 18<sup>th</sup> February 2019.**

Completed applications should be returned to: The Recruitment and Assessment Team, South Wales Fire & Rescue Service Headquarters, Forest View Business Park, Llantrisant, CF72 8LX. Please note we do not accept CVs.

All documentation is available in both in English and in Welsh and we welcome communication in either language. Applications submitted in Welsh will not be treated less favourably.

Please note that all salaries are subject to job evaluation.

**SWFRS believes in the real value of having a diverse workforce and we proactively want to encourage applicants from all sectors of our community to apply.**

