



PERSON SPECIFICATION

Job Post Title:	Head of Communication and Engagement		
Post No:	505605	Grade/Level:	Head of Service
Requirement to be a Welsh Speaker (Essential or Desirable):			Desirable

The Person Specification recognizes the criteria required for the Job role. Essential criteria will be used for short-listing purposes. Please ensure you address these requirements in your Application Form under the 'Experience and Other Information' section. You should provide clear evidence that demonstrates you meet each of the criteria with relevant skills, knowledge, experience and abilities.

Qualifications highlighted as 'Essential' will require evidence e.g. copies of Certificates, with your completed Application Form. The following Key shows how we will identify that applicants meet the required criteria.

AF. - Application Form

Sel. - Selection Process

Cert. - Certificates as evidence

Factor	Essential	Desirable	How Identified
Qualifications	Relevant advanced degree, or professional qualification, or experience gained in similar leadership roles		AF. Cert.
Knowledge/ Experience	Evidence of contributing to transformation, cultural change, or organisational development in a communications role		AF Sel
	Experience of working effectively with press and other external media, including as a spokesperson		AF Sel
	Able to meet the criteria of a strategic manager aligned to the Fire Service National Core Code of Ethics		AF Sel
	Experience in a communications managerial role (PR, marketing, IC) in a public facing organisation		AF Sel
Personal Style	Commitment to SWFRS purpose, vision and values		Sel
	Commitment to working within Social Partnership principles As defined by the Social Partnership		Sel



	and Public Procurement (Wales) Act 2023		
Intrapersonal	Excellent communications skills – interpersonal and written		AF Sel
	Commitment to continuing professional development		AF Sel Cert
	Ability to work flexibly and meet the operational communications needs of a dynamic Fire and Rescue Service		Sel
Qualifications		Membership of a relevant professional body, preferably with Chartered status, eg CIPR, CIM, IoIC	AF. Cert.
		Leadership, coaching, or mentoring qualification, eg ILM	AF. Cert.
Knowledge/ Experience		Experience as a senior communications manager in public facing organisations, preferably gained in a variety of organisations	AF Sel
		Evidence of skills relevant to our work: organisational change, behaviour change campaigns, internal communications, staff engagement, recruitment campaigns, political communications / public affairs	AF Sel
		Evidence of managing a departmental budget	AF Sel

The role requires a well-rounded communications professional, with the ability to lead across the communications and engagement disciplines. We do not expect expertise in all areas.

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

Gwasanaeth Tân ac Achub
De Cymru



South Wales
Fire and Rescue Service

South Wales Fire and Rescue Service 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.

