



JOIN US

Leadership & Personal Development Academy Strategic Lead

12 Month Fixed Term Contract

APPLICANT INFORMATION PACK



Gwasanaeth Tân ac Achub
De Cymru

South Wales
Fire and Rescue Service

RAISING AWARENESS - REDUCING RISK

WHO WE ARE

“TO MAKE SOUTH WALES SAFER, BY REDUCING RISK”

We are South Wales Fire and Rescue Service and our vision, mission and values are what drives and motivates our people to make South Wales safer, by reducing risk. We aim to protect and serve all across the 10 Unitary Authorities that make up our diverse area, working in partnership with our colleagues in other frontline services.

We employ around 1700 people across South Wales in a mix of Operational and Corporate roles, with most of our corporate staff being based at our headquarters in Llantrisant.

The frontline services provided by South Wales Fire and Rescue Service Operational Staff are supported by a number of teams, which fulfil administrative and technical roles. Operational and Corporate Staff work closely together to provide a high level of service for the communities of South Wales.

Diversity, Inclusion, Cohesion and Equity are a priority for South Wales Fire and Rescue Service and we have a commitment to endeavour to reflect the communities that we serve.

ROLE PROFILE

Please apply by: 26th March 2025 at 12:00 Midday

Shortlisting is anticipated to take place: 27th / 28th March 2025

Interviews are anticipated to take place:

w/c 31st March 2025

The Strategic Lead for the Leadership & Personal Development Academy will be responsible for developing, implementing, and overseeing SWFRS Leadership & Personal Development Academy, ensuring alignment with the NFCC Leadership Framework, Core Code of Ethics, and SWFRS strategic objectives. The postholder will play a pivotal role in embedding a JUST culture and FAIR work approach across leadership development, ensuring excellence in leadership at all levels.

This role requires a visionary leader who can design and implement inclusive, high-impact leadership development programs for both operational and corporate staff, working closely with the Operational Training Lead to ensure a blended, integrated approach to leadership training across technical, strategic, and personal development areas.

The postholder will also ensure ongoing research and best practice integration and lead the Leadership & Improvement Advocate Project across all SWFRS teams and stations.

- **Contract:** 12 Month FTC (With a review after 12 Months)
- **Grade:** 18
- **Salary:** £51,802 to £52,805 (plus an additional 10% unsociable hour allowance)
- **Hours of Work:** 37
- **Directorate:** People Services
- **Job Ref:** 505884

JOB DESCRIPTION

This job description refers to the main purpose and responsibilities of the post. It does not necessarily list in detail all of the tasks required to carry out these responsibilities. This job description will be reviewed as and when necessary to ensure that it meets the Service's business requirements.

Responsible to: Head of People Services

Key Responsibilities

Strategic Leadership & Development

- Lead the strategic development and delivery of the SWFRS Leadership & Personal Development Academy, ensuring alignment with NFCC Leadership Framework and Core Code of Ethics.
- Develop a clear leadership development pathway from entry-level roles to strategic leadership positions, ensuring leadership training is embedded at every stage of career progression.
- Oversee the Leadership & Improvement Advocate Project, appointing credible junior leaders across stations and teams to embed leadership principles in daily practice.
- Drive the cultural change agenda by integrating JUST culture, FAIR work principles, responsible challenge, followership, and ethical leadership into all training programs.
- Collaborate with the lead of the Fire Think Tank as an advisory body, ensuring that leadership development remains innovative, evidence-based, and responsive to evolving service needs.

Collaboration & Partnership Working

- Work collaboratively with the Operational Training Lead to integrate leadership development into technical and operational training programs, ensuring a holistic approach to leadership excellence.
- Establish and maintain strategic partnerships with universities leadership development experts, and other external organisations to enhance training quality and credibility.
- Engage with NFCC, HMICFRS, local authorities, and public sector leadership networks to ensure SWFRS leadership training remains aligned with national best practice.
- Act as a key point of contact for unions, employee representatives, and senior leaders, ensuring leadership development aligns with workforce priorities and employee engagement initiatives.

Training Program Design & Delivery

- Develop and implement high-quality leadership training programs, ensuring a blended learning approach that includes face-to-face training, virtual learning, coaching, mentoring, and action-learning.
- Ensure that leadership training is inclusive and accessible to neurodivergent employees and accommodates different learning styles.
- Work with the Operational Training Lead to integrate real-life operational case studies and scenario-based learning into leadership development programs.
- Oversee the design of leadership assessment tools, including 360-degree feedback mechanisms and leadership competency assessments.
- Introduce leadership accreditation pathways, exploring potential qualifications and industry recognition for Academy graduates.

Evaluation, Continuous Improvement & Innovation

- Develop and implement KPIs and success measures to track the effectiveness of leadership development programs, ensuring alignment with NFCC leadership competencies.
- Regularly review training impact, using workforce surveys, feedback mechanisms, and performance data to inform continuous improvement.
- Stay ahead of trends in leadership development, integrating the latest research on emotional intelligence, team performance, crisis leadership, and ethical decision-making into SWFRS training.
- Provide regular progress reports to the CFO, Senior Leadership Team, and Fire Authority, demonstrating the Academy's impact and outcomes.

In addition to the duties and responsibilities outlined above,

the post holder will be required to:

1. Undertake any other duties commensurate with the grade and post.
2. Attend in-house and external training courses as required.
3. Co-operate fully with any scheme or pilot scheme introduced within the department or across the Service.
4. Apply the principles of the Service's Dignity at Work Procedure and Equality and Diversity Statement whilst carrying out their duties.
5. Protect children, young people or adults at risk from harm, reporting any safeguarding concerns using the Service's Safeguarding Procedure.
6. Adhere to Health & Safety and Wellbeing Legislation and Procedures and take reasonable care for the health and safety of self and others.

PERSON SPECIFICATION

ESSENTIAL

- ✓ Proven experience in leadership development, training design, and organisational development within a large, complex organisation.
- ✓ Experience of developing and implementing leadership pathways, including mentoring, coaching, and training at multiple career levels.
- ✓ Demonstrable experience of cultural change leadership, embedding values-driven leadership, JUST culture, or similar people-centred approaches.
- ✓ Proven track record of collaborating with senior leaders, operational managers, and external partners to implement workforce development strategies.
- ✓ Experience in managing projects and strategic initiatives, delivering measurable improvements in leadership capability.
- ✓ Experience of designing inclusive training programs that consider diverse learning styles, including neurodivergent accessibility.

Knowledge & Skills

- ✓ Strong understanding of the NFCC Leadership Framework, Core Code of Ethics, and best practices in leadership development.
- ✓ In-depth knowledge of leadership theories, ethical decision-making, followership, and responsible challenge.
- ✓ Knowledge of coaching, mentoring, and talent development methodologies, including 360-degree feedback and competency-based assessments.
- ✓ Strong understanding of JUST culture, FAIR work principles, and how they apply to leadership in a high-reliability organisation.
- ✓ Excellent interpersonal, communication, and facilitation skills: able to engage, inspire, and influence at all levels.
- ✓ Strong project management skills, with the ability to deliver high-profile strategic initiatives.

Qualifications

- ✓ Degree in Leadership, Organisational Development, Business Management, Fire & Rescue Leadership, HR, or a related field (or equivalent experience).
- ✓ Recognised coaching or leadership qualification (ILM, CIPD, or equivalent): or willingness to obtain.
- ✓ Evidence of continuous professional development (CPD) in leadership, training, or talent management.

DESIRABLE

- ✓ Experience working in or alongside the Fire & Rescue Service, emergency services, or public sector leadership.
- ✓ Experience of working closely with operational training teams to integrate leadership principles into technical training.
- ✓ Experience in setting up Fire Service Leadership Academies, Talent Development Programmes, or Leadership Frameworks.
- ✓ Knowledge of NFCC competency frameworks, HMICFRS expectations, and Fire Service leadership requirements.
- ✓ Ability to engage with Cardiff/USW University and academic partners to develop research-led leadership programs.

KEY BEHAVIOURS & COMPETENCIES

- ✓ This role is aligned with the NFCC Leadership Framework and will require the postholder to demonstrate the following competencies:
- ✓ Personal Impact: Role modelling integrity, ethical leadership, and a commitment to values-based decision-making.
- ✓ Outstanding Leadership: Inspiring, developing, and coaching leaders at all levels.
- ✓ Service Delivery: Ensuring leadership development directly enhances SWFRS effectiveness and public service.
- ✓ Organisational Effectiveness: Creating a culture of continuous improvement and responsible leadership.

N.B This role involves frequent travel between sites throughout the South Wales area. The successful candidate must be able to travel independently

THE APPLICATION PROCESS

Candidates should complete our shortlisting evidence form. This should address the questions below with a response that doesn't exceed 500 words per question (eg Maximum 2000 Words)

Question 1: Strategic Vision and Impact: Describe a time when you led organisational change and implemented a long-term strategy for leadership development? How did you ensure alignment with organisational goals?

Question 2: Stakeholder Engagement & Influence: Demonstrate your experience in influencing and engaging diverse stakeholders to drive leadership and personal development initiatives?

Question 3: Measuring Impact & Continuous Improvement: Demonstrate how you have delivered leadership and development programmes effectively at scale, using data and feedback to measure success and improve impact?

Question 4: Diversity, Equity, and Inclusion in Leadership Development: How do you ensure that the Leadership initiatives promote diverse and inclusive leadership pipelines?

****Please note that due to the high volume of applications received, we are unfortunately unable to offer individual feedback at this early stage of the selection process.**

When answering the above questions, consider using a method such as STAR

This is a useful way to describe past experiences and to structure an answer by considering the **S**ituation, **T**ask, **A**ction and **R**esult to clearly showcase your accomplishment.



HOW TO APPLY

External Applicants

Please log in to our website at: www.southwales-fire.gov.uk/working-with-us/latest-vacancies

Select the role from the 'Current Vacancies' and click on the link for our e-recruit system.

Ensure that all sections of the application form are completed and remember to attach the supporting information that details your eligibility and addresses the shortlisting criteria directly.

Internal Applicants

Please log in to People XD/Core and navigate to 'current vacancies' to select the relevant position. Ensure that all sections of the application are completed and remember to attach the supporting information that details your eligibility and addresses the shortlisting criteria directly.

All Applicants

If you require this document in an alternative format, such as large print or a white or coloured background, or alternatively require a paper application form, please contact our Recruitment team at recruitment@southwales-fire.gov.uk or call us on 01443 232200 and we will endeavour to help as quickly as possible.

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. Candidates successful at the shortlisting stage will be given the opportunity to confirm their language preference for interviews and assessments (including paperwork, verbal introductions and interview questions). Arrangements will be confirmed following invitation to interview and may include translation and/or simultaneous translation

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.

ADDITIONAL INFORMATION

External Recruitment Checks

All external candidates will be subject to the following recruitment checks prior to appointment:

- Enhanced Disclosure and Barring Service (DBS) checks.
- Right to work checks.
- Medical, health and fitness checks.
- No current disciplinary warnings (Operational)
- Driver licence checks.
- Reference checks.
- Some roles may require security clearance level of vetting.

The NFCC Core Code of Ethics

PUTTING OUR COMMUNITIES FIRST: We put the interest of the public, the community and service users first.

INTEGRITY: We act with integrity, including being open, honest and consistent in everything we do.

DIGNITY AND RESPECT: Making decisions objectively based on evidence, without discrimination or bias.

LEADERSHIP: We are all positive role models, always demonstrating flexibility and resilient leadership. We are all accountable for everything we do and challenge all behaviour that falls short of the highest standards.



EQUALITY, DIVERSITY & INCLUSION: We continually recognise and promote the value of EDI both within the SWFRS and the wider communities that we serve. We stand against all forms of discrimination, create equal opportunities, promote equality, foster good relations and celebrate difference.

This is the foundation for the values we hold at South Wales Fire and Rescue Service and will help us to create an environment that is welcoming, tolerant and safe, with no place for inappropriate behaviours and actions that threaten, disrespect or intimidate others.

BENEFITS

Annual Leave – A generous annual leave allowance.

Employee Assistance Programme – The EAP provides confidential, impartial advice and support 24 hours a day, 365 days a year. The service is free for employees to access whenever they need.

Vivup – Award winning employee benefits provider that offers all staff a stack of health and wellbeing benefits and savings across a number of big brands.

Some of the perks on this platform include:

- **Cycle to work scheme**
- **Tusker car scheme**
- **Home and electronics discount**
- **Lifestyle Savings**

Flexi Time – Corporate staff are able to work flexi time. With core hours of 10am – 12pm and 2pm – 3pm; you can complete the balance of your hours anytime between 7am and 7pm.

Learning & Development – SWFRS recognise that well trained employees are key to success. With a dedicated Training Centre at Cardiff Gate and specialist training teams, there are plenty of opportunities to grow & develop new skills.

Gym - Wherever you are based as an employee of South Wales Fire and Rescue Service, access to our gym facilities is available to all, free of charge.

Health and Fitness Advisors - Our Health and Fitness Advisors monitor the fitness levels of operational staff. They can also offer health and fitness advice to all employees on request.

Firefighters' Charity - Every employee, along with their dependents, can be beneficiaries of the charity. The charity provides health and wellbeing support to the whole Fire Service community.

Car Parking – SWFRS does not charge for car parking at any of its sites.

Mind Blue Light Champions – As part of our ongoing commitment to health and wellbeing, we support the MIND Blue Light Programme. The programme offers mental health support for emergency services employees.

Occupational Health – The Occupational Health Unit aims to maximise the health and wellbeing efficiency of staff and to minimise the risks to which staff are exposed as a result of working practices and the environment.

Pension – Support staff are eligible to join the Local Government pension scheme, which is a defined benefit pension scheme. Employee contributions are based on your salary.

Sports and Social – Our sports and social section brings together employees from across departments. Photography, skiing, rambling, cycling, football, rugby, surfing and golf are just some of the shared interests.

Welsh Courses – South Wales Fire and Rescue Service recognize the importance of the Welsh language in the workplace and offers all employees access to Welsh language courses at a range of levels to suit all needs.

Disability Confident – We are proud to be a certified Disability Confident Committed Employer





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South Wales Fire and Rescue Service

Recruitment & Retention Team
Fire Service Headquarters
Forest View Business Park
Llantrisant
CF72 8LX

Recruitment Line – 01443 232200
recruitment@southwales-fire.gov.uk

SCAN ME



www.southwales-fire.gov.uk/working-with-us