



# JOIN US

## COMMS, ATTRACTION & ENGAGEMENT OFFICER 6 Month FTC APPLICANT INFORMATION PACK



Gwasanaeth Tân ac Achub  
De Cymru

South Wales  
Fire and Rescue Service

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**RAISING AWARENESS - REDUCING RISK**

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# WHO WE ARE

## COURAGE TO ACT, COMPASSION TO CARE

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.

### Our vision

Working together as one team to be an outstanding Fire and Rescue Service, protecting South Wales today, ambitiously innovating for tomorrow.

### Our mission

To serve our communities, by reducing risk and responding to emergencies.

### Our values

We developed in extensive consultation with our people, give us the agreed framework for **US** to serve and protect **OUR** communities effectively in South Wales. They are **Compassion, Courage, Respect, Integrity** and **Excellence**.



We act with **compassion**



We approach situations with moral and physical **courage**



We **respect** each other, our partners and the public we serve



We act with **integrity**



We aim for **excellence** in all that we do

# ROLE PROFILE

**Please apply by: 12:00 Midday, 25<sup>th</sup> August 2025**

South Wales Fire and Rescue Service is seeking a motivated and creative communications and engagement professional to join our busy Media Relations and Communications Team based at our headquarters in Llantrisant.

Communication and engagement both play a critical role within the Service's mission of 'keeping South Wales safe by reducing risk'. The post holder will work across all aspects of communications and engagement, producing innovative solutions when organising and facilitating engagement activities and internal/external communications. This will include campaign management, liaison with press, facilitating and coordinating large scale and localised engagement events.

Applicants are required to have strong writing skills and the ability to add creative flair to our in-house produced content, including events and activities around recruitment, risk reduction and Service reputation. The post will require working collaboratively with a wide range of partners and stakeholders across 10 unitary authorities using a range of methods to proactively drive forward the Service's Communications and Engagement Strategy.

Within this varied role, no day will be the same with competing deadlines, so the successful candidate will need to be efficient, well organised and confident working independently. As well as being able to use their own initiative and develop new ideas, the Service is looking for a team player who will enjoy working collaboratively. The ability to travel independently is essential for this post as the role will demand engagement with internal departments across all our Stations and Service premises within South Wales including external partners and key stakeholders.

If you're a creative storyteller with a keen eye for a news story, then we can't wait to hear from you!

- **Contract:** 6 months FTC
- **Grade:** 7
- **Salary:** £27,803 - £28,770 per annum
- **Hours of Work:** 37
- **Directorate:** Communications and Engagement
- **Job Ref:** 503104
- **Location:** Fire and Rescue Service Headquarters, Llantrisant

# 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:** Lead Communications, Attraction and Engagement Officer

## **DUTIES AND RESPONSIBILITIES**

1. To plan and attend events in the South Wales area in order to attract talent to the Service and the range of opportunities on offer. To ensure that sufficient resources are available to support attraction and engagement activities, and to maintain records of activities and report on outcomes.
2. To create content for delivery at engagement events, in order to effectively engage with a wide variety of audiences.
3. Coordinating and attending key public events in the South Wales area which can serve as corporate engagement opportunities, as well as on behalf of identified departments, to share key messages and/or promote safety initiatives.
4. To assist in the coordination of a small team of Sessional Workers to support key events and engagement activities. This includes supporting the recruitment and training of this group, ensuring sufficient team members are available to attend activities as well as recording the hours worked.
5. To support the Lead Communications, Attraction & Engagement Officer in the delivery of our Communications and Engagement strategy.
6. To provide advice on attraction and engagement strategies to all departments within the organisation (e.g., attraction strategies to support the recruitment of On Call Firefighters).
7. To establish and maintain effective community contacts and partnerships to facilitate effective engagement and support the Service's objectives.
8. To draft newsletter articles and any other content – internally and externally – that are required to promote engagement campaigns, good news stories, projects or initiatives and related community activity.
9. To draft and issue press releases to inform the media and public about the role of the Service, safety messages and engagement activities of South Wales Fire and Rescue Service (SWFRS).
10. To handle press office / media enquiries relating to incidents attended by SWFRS. To support the Lead Communications, Attraction & Engagement Officer in developing proactive media relations with local and sector specific outlets.

11. To support media, engagement, 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.
12. To coordinate media interviews and liaise with relevant personnel accordingly.
13. To develop and maintain the media and communications online calendar and relevant supporting documents (campaigns, events, and filming requests) to ensure effective and appropriate procedures are in place.
14. To serve as a key internal contact for internal communications e.g., newsletter to communicate good news, updates and Service developments.
15. To support press coverage and distribute to internal contacts.
16. To provide digital communications support and produce content appropriate to the Service's identified platforms e.g., social media.
17. General and team:
  - 17.1. Providing press office cover when required and monitoring the Vision BOSS system to provide information to the media as well as to develop proactive digital content in relation to incidents
  - 17.2. Liaising with the Statistics and Risk team to discuss potential figures that could lead into proactive digital content.
18. To ensure that teams and departments have sufficient resources to support attraction and engagement activities (e.g., Posters/Pop Up stands).
19. Any other duties commensurate with the post and grade.

**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

- ✓ Educated to degree level and/or relevant experience within an associated field i.e., Engagement, Marketing, Public Relations, or Media Relations.
- ✓ A proven track record of proactively leading, coordinating and facilitating engagement and communications activities, including events.
- ✓ Experience of using a range of communications and engagement methods i.e., social media, events, media liaison, websites, intranet and hard copy documentation/resources.
- ✓ Practical experience of Microsoft Office Packages including Word, Excel, PowerPoint and Outlook.
- ✓ An understanding of promotional campaigns and all associated messaging.
- ✓ Ability to work on own initiative in a demanding and changing environment.
- ✓ Ability to maintain a confident and resilient attitude in highly challenging situations.
- ✓ Experience of establishing relationships with a range of stakeholders and the ability to proactively collaborate with these to share information, resources or support.
- ✓ Ability to communicate effectively both orally and in writing to a range of different audiences.
- ✓ Ability to create and implement effective plans in line with organisational objectives.
- ✓ Experience of problem solving and working to competing deadlines.
- ✓ Ability to adopt a conscientious and proactive approach to work to achieve and maintain excellent standards whilst meeting evolving deadlines.

## DESIRABLE

- ✓ Ability to communicate effectively through the medium of Welsh.
- ✓ Experience of working with the press/ external media.

# THE APPLICATION PROCESS

Candidates should attach an up-to-date CV and complete our shortlisting evidence form. This should address the question below with a response that doesn't exceed 500 words.

**Question 1: In 500 words or less, please provide clear evidence that demonstrates how your experience aligns with the following essential criteria outlined in the job description:**

- Educated to degree level and/or relevant experience within an associated field i.e., Engagement, Marketing, Public Relations, or Media Relations.
- A proven track record of proactively leading, coordinating and facilitating engagement and communications activities, including events.
- Experience of using a range of communications and engagement methods i.e., social media, events, media liaison, websites, intranet and hard copy documentation/resources.
- An understanding of promotional campaigns and all associated messaging.

**\*\*Please note that we are unable to offer individual feedback at this early stage of the selection process.**

**STAR**

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.

**USE OF AI**

We accept the use AI to structure your thoughts, and enhance your application if required, but please ensure the final application reflects your personal experience and skills

# HOW TO APPLY

## External Applicants

Please log in to our website at: [www.southwales-fire.gov.uk/working-with-us/latest-vacancies](http://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](mailto: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 Advisers 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.

**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





## South Wales Fire and Rescue Service

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

**SCAN ME**

Recruitment Line – 01443 232200  
[recruitment@southwales-fire.gov.uk](mailto:recruitment@southwales-fire.gov.uk)



[www.southwales-fire.gov.uk/working-with-us](http://www.southwales-fire.gov.uk/working-with-us)