



Gwasanaeth Tân ac Achub
Canolbarth a Gorllewin Cymru

Mid and West Wales
Fire and Rescue Service



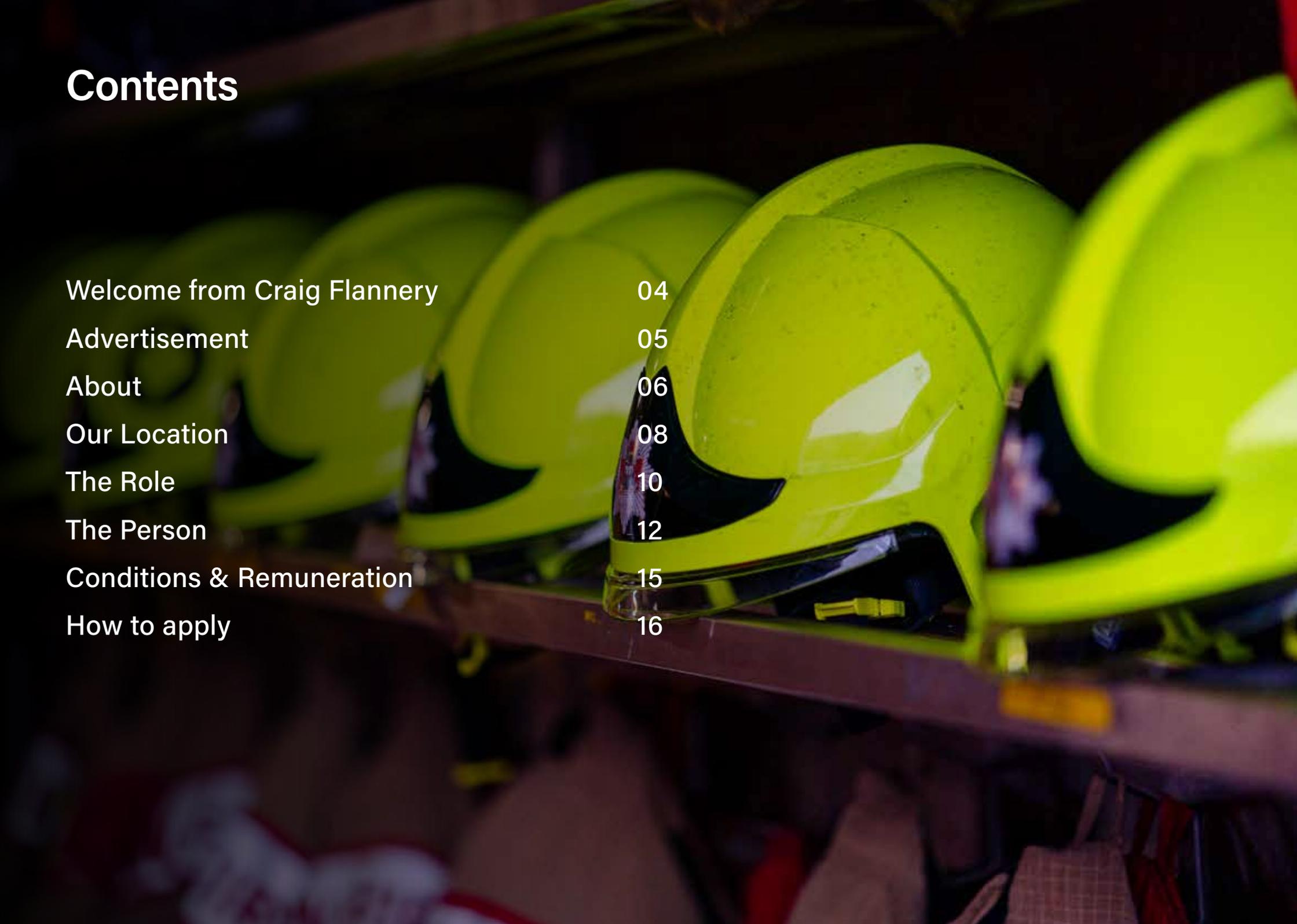
Assistant Chief Fire Officer

Candidate Pack, March 2026

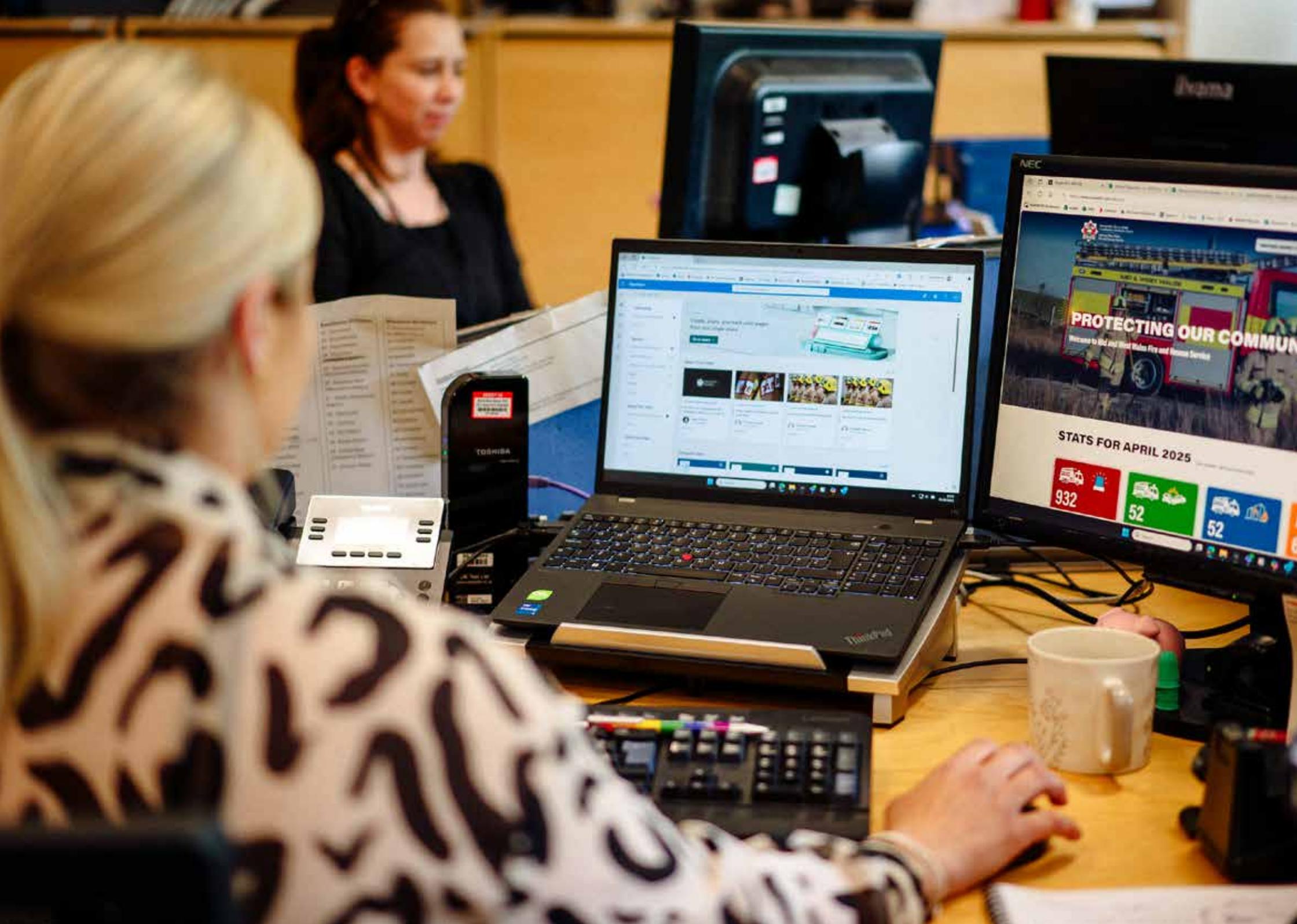


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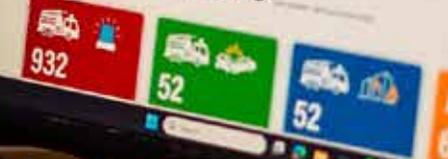
A row of yellow fire helmets is displayed on a shelf. The helmets are arranged in a line, with the one in the foreground being the most prominent. The background is dark, and the lighting highlights the reflective surfaces of the helmets.

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PROTECTING OUR COMMUNITY
Welcome to Mid and West Wales Fire and Rescue Service

STATS FOR APRIL 2025



Welcome from Craig Flannery, Chief Fire Officer, Mid and West Wales Fire and Rescue Service

A demanding role, but an extraordinary opportunity.

Thank you for your interest in joining Mid and West Wales Fire and Rescue Service as our next Assistant Chief Fire Officer.

We are proud of what we do. Every day our people protect over 900,000 residents across one of the most diverse and geographically challenging areas in the UK. From major petrochemical risks to rural isolation, from coastal flooding to urban complexity, our teams respond with professionalism, courage and care. But pride alone is not enough.

The demands on modern fire and rescue services are changing rapidly. Climate risk, financial pressure, public scrutiny, evolving community expectations and the need to continually modernise how we operate all require clear strategic leadership and the confidence to do things differently.

As Chief Fire Officer, I am determined that we build a service that is not only operationally excellent, but culturally strong - inclusive, accountable and ambitious for the communities we serve.

The Assistant Chief Fire Officer plays a pivotal role in that ambition.

You will be a key member of our Executive Leadership Team. You will help shape strategy, drive performance and influence how we adapt to the challenges ahead. You will lead through others, create clarity in complexity, and model the behaviours we expect throughout the organisation: Accountability, Integrity, Respect, Impartiality and Ethics.

This role is not simply about maintaining standards. It is about raising them.

We are looking for a leader who is visible, courageous and collaborative. Someone who understands operational command at the highest level but also recognises that the future of our service will be shaped through partnership, innovation and cultural maturity.

You will operate in a politically accountable environment and work closely with our Fire Authority, Welsh Government, partner agencies and representative bodies. The ability to build trust, influence constructively and make sound decisions under scrutiny is essential.

This is a demanding role — but it is also an extraordinary opportunity. Mid and West Wales offers something rare: a service of real scale and complexity, combined with a strong sense of community and purpose.

If you are motivated by public service, inspired by leading people and ready to help shape the next chapter of our organisation, I would be delighted to hear from you.

Craig Flannery
Chief Fire Officer
Mid and West Wales Fire and Rescue Service



Advertisement

Assistant Chief Fire Officer, Mid and West Wales Fire and Rescue Service.

Location – Service Headquarters, Carmarthen

Salary – £121,640 - £129,310

Mid and West Wales Fire and Rescue Service is seeking an exceptional strategic leader to join our Executive Leadership Team as Assistant Chief Fire Officer.

This is a pivotal role within one of the UK's largest and most diverse Fire and Rescue Services by geography. Serving more than 900,000 people across urban centres, rural communities, major industrial risk and extensive coastline, the scale and complexity of our operating environment demands leadership of the highest calibre.

We are proud of our operational excellence. We are equally ambitious about our future.

The Service is navigating a period of strategic transformation - strengthening financial resilience, embedding inclusive leadership, modernising service delivery and deepening collaboration across Welsh public services. The Assistant Chief Fire Officer will play a central role in shaping and delivering that agenda.

We are looking for a proven strategic leader who:

- Is an existing Brigade Manager or Competent Area Manager.
- Holds Multi-Agency Gold Incident Command qualification (ICL Level 4 or equivalent).
- Has demonstrable experience leading complex functions at scale.
- Can operate confidently within a politically accountable environment.
- Builds constructive relationships with representative bodies and stakeholders.
- Leads cultural change with credibility, visibility and integrity.

You will be responsible for driving performance across your directorate, contributing to organisational strategy and providing Principal Officer operational cover for the service.

This role demands sound judgement, operational credibility and the ability to influence at the highest levels. It also offers a rare opportunity - to shape the future direction of a service that is ambitious, community-focused and proud of its people.

Mid and West Wales offers an exceptional quality of life, combining professional challenge with access to some of the most beautiful landscapes in the United Kingdom.

If you are motivated by public service, ready to lead through complexity and committed to modelling Accountability, Integrity, Respect, Impartiality and Ethics, we would welcome your application.

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

Applications must be submitted by **midnight on Sunday 12 April 2026**.



About

Reducing risk and protecting the most vulnerable across our communities.

Mid and West Wales Fire and Rescue Service protects and serves more than 900,000 people across almost two-thirds of Wales.

Covering approximately 11,700 square kilometres - from Port Talbot in the south to the borders of Powys in the north, and from the industrial centres of Swansea and Neath Port Talbot to the coastal communities of Pembrokeshire and Ceredigion - we are one of the largest Fire and Rescue Services in the United Kingdom by geography.

Our landscape defines our challenge. We manage a diverse risk profile that includes:

- Major petrochemical and energy infrastructure at Milford Haven.
- Heavy industry and dense urban environments.
- Extensive rural and agricultural communities.
- 650km of coastline and significant inland waterways.
- Seasonal population increases driven by tourism.

We operate from 56 fire stations and 2 volunteer stations across three divisions, supported by approximately 1,350 dedicated colleagues working across emergency response, prevention, protection and corporate functions.

While emergency response remains at the heart of our service, our role today is broader and more preventative than ever. We attend thousands of incidents each year - including fires, road traffic collisions, flooding and specialist rescues - but increasingly our impact is measured by the incidents that do not happen.

Through targeted prevention activity, business fire safety enforcement, community engagement, medical response collaboration and partnership working, we are reducing risk and protecting the most vulnerable across our communities.

While we are rightly proud of our operational capability, we are equally proud of our growing role in prevention, protection and partnership.

Our current strategic focus includes:

- Strengthening financial resilience and long-term sustainability.
- Embedding cultural maturity and inclusive leadership.
- Enhancing operational excellence and incident command capability.
- Deepening collaboration across Welsh blue-light and public service partners.
- Leveraging digital transformation and data insight.
- Ensuring our workforce reflects and represents the communities we serve.

This is not business as usual. Like all public services, we operate in an environment of financial constraint, public scrutiny and evolving community expectation. Our response is to lead with authenticity, transparency and ambition - continuously improving how we deploy our people, our assets and our expertise.

Mid and West Wales Fire and Rescue Service is overseen by the Mid and West Wales Fire and Rescue Authority, comprising 25 elected Members representing six constituent local authorities. As a service, we are publicly accountable and operate within the legislative and policy framework set by Welsh Government. However, our focus is simple: to deliver safe, effective and efficient services that earn and maintain the trust of the communities we serve.





Our Location

Mid and West Wales Fire and Rescue Service offers a rare combination: you can work in an organisation with the scale and complexity of a major emergency service, alongside living a quality of life that is increasingly difficult to find elsewhere in the UK.

A Place to Breathe — and Belong

Carmarthen, the location of our Service Headquarters, is widely regarded as the oldest town in Wales. It blends historic character with a growing cultural and commercial vibrancy. Independent retailers, cafés and restaurants sit alongside modern developments, with strong transport links connecting the town to Swansea, Cardiff and beyond.

The wider region offers extraordinary natural beauty. From the Pembrokeshire Coast National Park and the Gower Peninsula to the Cambrian Mountains and Brecon Beacons, Mid and West Wales provides immediate access to coastline, countryside and open space.

For those who value outdoor living, the area offers sailing, surfing, cycling, hiking and equestrian pursuits within easy reach. For others, it offers something equally valuable - space, pace and perspective.

Connectivity and Access

Carmarthen is well connected by rail and road:

- Direct rail services to Swansea, Cardiff and London.
 - Access to the M4 corridor within approximately 30–40 minutes.
 - Cardiff Airport within around 90 minutes.
- For senior leaders relocating from urban centres, the commute is replaced with community.

Education and Community

The region benefits from a range of highly regarded primary and secondary schools in both the state and independent sectors. Higher education institutions in Swansea and Aberystwyth contribute to a vibrant student and research presence across the region.

Mid and West Wales has a strong sense of identity and community. The Welsh language and culture are an important and celebrated part of everyday life, and many leaders relocating to the area speak of the warmth and welcome they receive.

Housing and Cost of Living

Compared to many parts of the UK, Mid and West Wales offers excellent value in housing, whether seeking coastal property, rural tranquillity or town-centre convenience. The balance between professional responsibility and personal wellbeing is genuinely achievable here.

A Leadership Role with Lifestyle Balance

This is a service that demands high performance - but it is also located in a part of the UK that enables leaders to recharge, reflect and maintain balance. Relocating for a senior leadership role is a significant decision - professionally and personally.

For those willing to relocate, Mid and West Wales offers more than a career move. It offers a change in pace without a reduction in impact.





The Role

The Assistant Chief Fire Officer is a key member of the Executive Leadership Team and plays a central role in shaping the strategic direction, performance and culture of Mid and West Wales Fire and Rescue Service.

Reporting directly to the Chief Fire Officer, you will provide visible, values-led leadership across the organisation, ensuring that the service remains operationally excellent, financially sustainable and culturally strong.

This is both a strategic and operational leadership role, requiring corporate thinking, political awareness and the ability to command with authority when required.

Strategic Leadership

As an Assistant Chief Fire Officer, you will:

- Contribute to the development and delivery of the service's long-term strategic objectives.
- Translate strategy into clear priorities and measurable outcomes within your Directorate.
- Provide collective leadership as part of the Executive Team, shaping decisions beyond your functional remit.
- Lead organisational transformation, embedding continuous improvement and modernisation.
- Champion the Service's values of Accountability, Integrity, Respect, Impartiality and Ethics.

You will help ensure the Service adapts confidently to financial pressures, evolving risk profiles and changing community expectations.

Directorate Leadership

You will hold direct responsibility for a major Directorate area (portfolio to be confirmed), providing strategic oversight and executive accountability for performance, governance, workforce and budget.

This will include:

- Setting clear performance expectations and holding senior leaders to account.
- Ensuring legislative compliance and effective corporate governance.
- Driving innovation and service improvement.
- Overseeing financial planning and resource allocation.
- Developing high-performing, inclusive leadership teams.

You will create clarity of purpose across your Directorate and ensure alignment with corporate priorities.

Operational Command

As a Principal Officer, you will:

- Maintain strategic incident command competence (Multi-Agency Gold / ICL 4).
- Provide Principal Officer operational cover in accordance with the Continuous Duty system.
- Act as Gold Commander at significant or complex incidents when required.
- Support the ongoing development of incident command capability across the Service.



Gold Rota Officers provide continuous operational cover across Mid and West Wales and may be required to respond to UKwide National Resilience incidents. Six officers provide 24/7 cover across two rotas on a threeweek rotation.

Freedom of Movement applies during duty periods, provided you can meet the required response times. Officers will be designated as G1, G2 or G3:

- G1 - to be in attendance within 2 hours from time of mobilisation
- G2 - to be in attendance within 12 hours from time of mobilisation or other interval determined by 1st Call Officer
- G3 - to be in attendance within 24 hours from time of mobilisation or other interval as determined by 1st or 2nd Call Officer

Operational credibility is essential - but so too is the ability to operate beyond the incident ground.

The Role

Support workforce development, succession planning and leadership growth.

Governance and External Influence

Mid and West Wales Fire and Rescue Service operate in a politically accountable and highly scrutinised environment. You will:

- Advise and support the Chief Fire Officer and Fire Authority Members on strategic matters.
- Present complex issues clearly and confidently to elected Members and stakeholders.
- Build constructive relationships with Welsh Government, partner agencies and representative bodies.
- Contribute to national fire leadership discussions within Wales and across the UK.

You must be comfortable operating under public scrutiny and capable of making balanced, transparent decisions.

People and Culture

Culture is central to the Service's future success. You will:

- Model inclusive, ethical and accountable leadership.
- Foster positive and constructive industrial relations.
- Support workforce development, succession planning and leadership growth.
- Promote wellbeing, dignity at work and cultural maturity.
- Ensure equality, diversity and inclusion are embedded in practice, not rhetoric.

Your leadership will directly influence how people experience the organisation.

Financial and Corporate Responsibility

Operating within a challenging financial climate, you will:

- Ensure effective stewardship of public funds.
- Identify efficiencies and opportunities for innovation.
- Support long-term financial resilience.
- Contribute to strategic capital planning and resource optimisation.

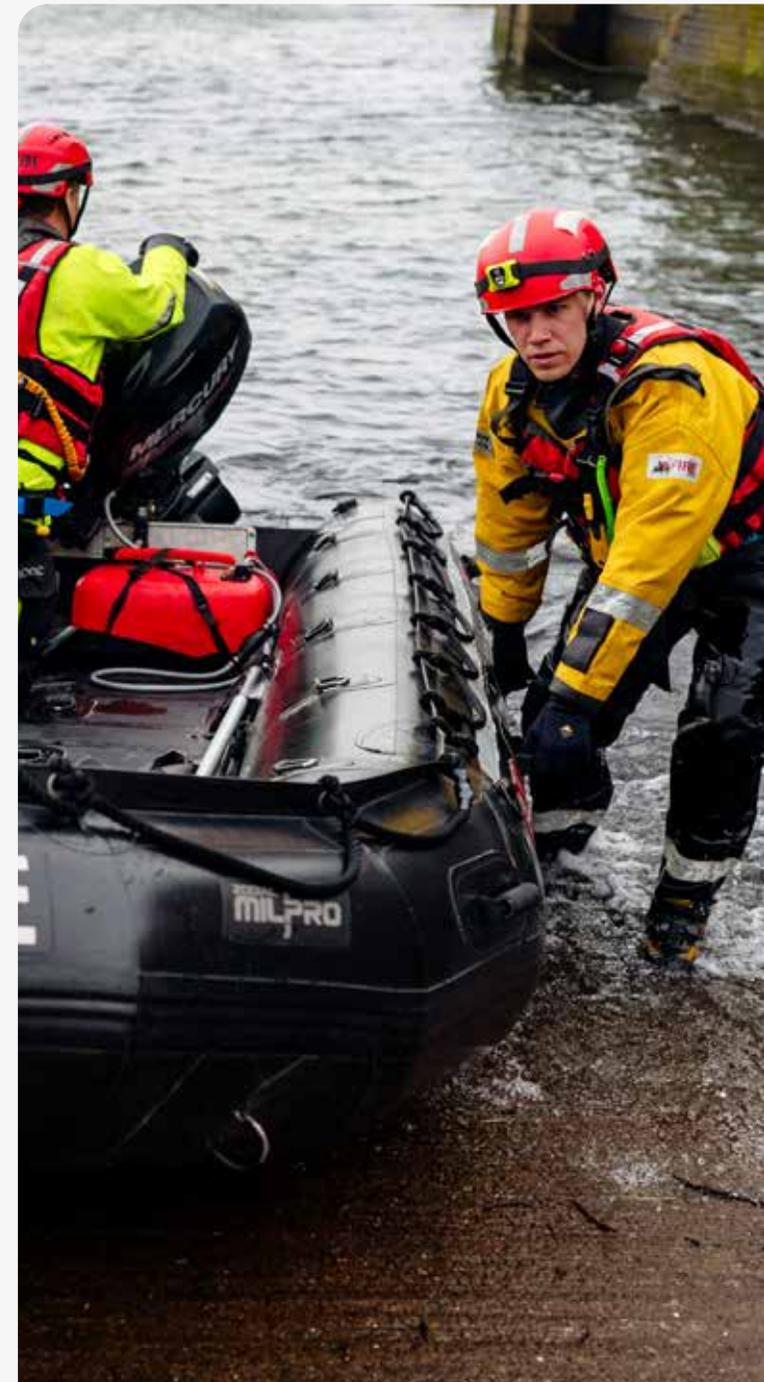
You will balance ambition with realism and opportunity with accountability.

The Opportunity

This is a role for a leader who wants to shape the future of a complex, community-focused emergency service.

It requires operational credibility, political awareness, strategic thinking and cultural intelligence in equal measure.

It offers genuine influence, executive responsibility and the opportunity to make a lasting difference to communities across Mid and West Wales.



The Person

A proven track record of leading large, multidisciplinary functions at a strategic level.



Knowledge and Experience

We are seeking a strategic, values-led leader with the operational credibility, organisational maturity and personal integrity required to operate at the highest level of a modern Fire and Rescue Service. This role demands more than competence. It requires judgement, influence and the ability to lead through complexity.

Essential Experience

You will be able to demonstrate:

- Current experience operating at Brigade Manager/Area Manager level (or equivalent) within a Local Authority Fire and Rescue Service.
- Multi-Agency Gold Incident Command qualification (ICL Level 4 or equivalent).
- A proven track record of leading large, multidisciplinary functions at a strategic level.
- Experience of operating effectively within a politically accountable environment.
- Successful delivery of strategic change and performance improvement.
- Evidence of managing significant budgets, resources and organisational risk.
- Experience of constructive engagement with representative bodies and stakeholders.

You must be able to evidence impact - not simply responsibility.

Strategic Leadership Capability

You will demonstrate:

- The ability to think and act corporately, beyond functional boundaries.
- Sound judgement and decision-making under pressure.
- Confidence presenting complex issues clearly to elected Members and senior stakeholders.
- The ability to balance operational priorities with long-term strategic ambition.
- A strong understanding of governance, public accountability and scrutiny.

You will be comfortable leading in ambiguity and providing clarity for others.

People and Cultural Leadership

We are committed to embedding a strong and inclusive culture across the Service.

You will bring:

- Visible, ethical and authentic leadership.
- The ability to inspire trust and confidence across diverse teams.
- A commitment to equality, diversity and inclusion in action.
- Experience fostering positive industrial relations.
- A track record of developing senior leaders and building high-performing teams.

You must model the standards you expect from others.

Behavioural Alignment

Mid and West Wales Fire and Rescue Service expect all senior leaders to exemplify our core behaviours:

- Accountability** – Taking ownership of decisions and outcomes.
- Integrity** – Acting with honesty, transparency and consistency.
- Respect** – Valuing others and creating psychologically safe environments.
- Impartiality** – Making evidence-based decisions free from bias.
- Ethics** – Upholding the highest standards of professional conduct.

As Assistant Chief Fire Officer, these behaviours must be visible in both operational and corporate contexts.

The Person

Degree level qualification (or equivalent experience) in a relevant discipline.

Operational Requirements

- Willingness and ability to operate on a Continuous Duty system.
- Maintenance of operational competence at Strategic (Gold) level.
- Physical and medical fitness in line with Service requirements.
- Ability to travel across the Service area and nationally when required.

Qualifications

- Degree level qualification (or equivalent experience) in a relevant discipline.
- Executive Leadership Programme or postgraduate management qualification (desirable).
- Ongoing evidence of continuous professional development.

Welsh Language and Cultural Awareness

An appreciation of the Welsh language and cultural identity of Mid and West Wales is important. The ability to speak Welsh is desirable. Support will be provided to develop language capability where required.

What Will Set You Apart

- Intellectual curiosity and openness to innovation.
- Calmness under scrutiny.
- A collaborative mindset.
- The courage to challenge constructively.
- The humility to listen.





Conditions & Remuneration

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

Salary

£121,640 - £129,310

Place of Work

Service Headquarters, Carmarthen

Relocation

Assistance is provided with relocation costs. You will be entitled to a maximum of £8,000 to include anything related to the house purchase/rental and move.

What's included:

- Removal / storage costs
- Stamp Duty
- Legal, survey, auctioneer, search fees, land registry and estate agents' charges
- Incidental expenditure in the new purchased home
- Rented accommodation
- Temporary accommodation/Travel expenses

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

Timescales

Closing date for applications:
Midnight on Sunday April 12, 2026

Assessment Centre:
Wednesday June 3, 2026

Interviews:
Week commencing June 8, 2026



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 Fizza.Islam@LHH.com

Please note that the covering letter should be no more than three pages of A4 and should summarise your relevant skills and experience and motivations for applying for this role.

If you would like a confidential, informal discussion about the role then please contact Fizza Islam, LHH on **+44 (0)141 220 6460** or email the above address.

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.





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