



Gwasanaeth Tân ac Achub
Canolbarth a Gorllewin Cymru

Mid and West Wales
Fire and Rescue Service



Chief Fire Officer/ Chief Executive Officer

Candidate Pack, September 2025

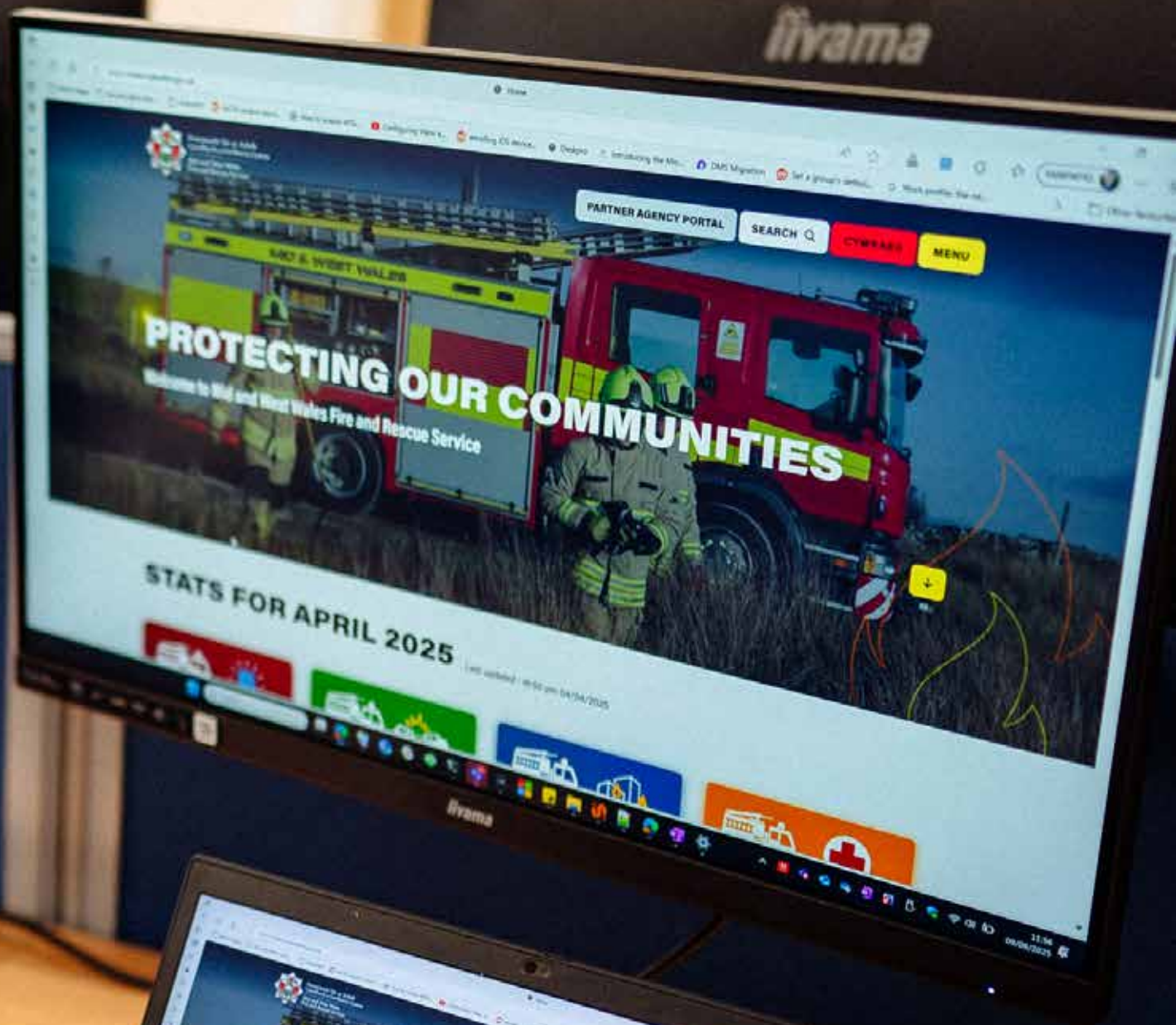


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A row of yellow fire helmets is displayed on a shelf. The helmets are arranged in a line, with the one in the foreground being the most prominent. The background is dark, and the lighting highlights the reflective surfaces of the helmets.

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Welcome from Cllr John Davies, Chair, Mid and West Wales Fire and Rescue Authority

On behalf of the Mid and West Wales Fire and Rescue Authority,
I am delighted to present this job application pack for the position
of Chief Fire Officer/Chief Executive Officer.

As the Chair of the Fire Authority, I can attest to the importance of strong leadership in our mission to protect life, property and the environment from fire and other emergencies. This role is pivotal in steering our Service towards continued excellence in fulfilling our vision “to deliver the best possible Fire and Rescue Service for the communities of mid and west Wales”. The successful candidate will play a critical part in shaping our Service's future, driving innovation, and ensuring our operational effectiveness while maintaining the highest standards of safety and public service.

Mid and West Wales Fire and Rescue Service has built a remarkable reputation for courage, commitment and community engagement. Our dedicated staff consistently demonstrate exceptional professionalism, responding effectively to emergencies and engaging with our communities to promote safety and well-being. Their hard work and resilience during both routine business and extraordinary incidents have not only saved lives but have also forged lasting bonds of trust with the public we serve.

However, as we celebrate our successes, we also recognise the evolving challenges that face the fire and rescue service today. The need for continual modernisation of our Service as part of our cultural change journey, the increasing frequency and severity of climate-related incidents, and the capacity to respond to diverse community needs require innovative leadership and strategic foresight.

Our ability to maintain high standards of service delivery while navigating financial pressures and workforce considerations will be critical as we move forward.

We seek a forward-thinking leader who recognises the importance of collaboration, inclusivity and community engagement in steering our Service through these challenging times. The right candidate will possess a clear vision for the future of fire and rescue, demonstrating a commitment to not only maintaining our legacy of excellence but also propelling us into a new era of service delivery.

As you consider this opportunity, I urge you to reflect on your approach to leadership, innovation, and community service.

We encourage applications from individuals who align with and champion our vision and behaviours, demonstrating strong strategic leadership experience and a passion for public service.

Together, we can ensure that Mid and West Wales Fire and Rescue Service continues to be a beacon of safety, resilience, and support for our communities.

Thank you,

Cllr John Davies

Chair

Mid and West Wales Fire and Rescue Authority



Advertisement

Chief Fire Officer: £166,096 - £178,309

Chief Executive Officer: £149,486 - £160,478

Location - Carmarthen

Have you got what it takes?

Mid and West Wales Fire and Rescue Service is embarking on an ambitious cultural transformation and we are looking for a visionary Chief Fire Officer/Chief Executive Officer to lead that journey.

This is a rare opportunity to shape the future of one of the UK's most respected emergency services, guiding us through a pivotal moment with courage, compassion, and purpose.

We are looking for our next Chief Fire Officer/Chief Executive Officer to have a demonstrable track record of strong and inclusive leadership with an ability to build on our existing achievements. They will possess excellent communication skills, and the ability to nurture and manage strong relationships across a wide stakeholder group and be an advocate for the Service.

The successful candidate will play a major role in enhancing the culture, vision and behaviours of Mid and West Wales Fire and Rescue Service through engaging and inspiring our people, so that they continue to provide service excellence across mid and west Wales. They will also need to demonstrate an aptitude to operate and influence at a strategic level in a political and unionised environment whilst fostering collaborative approaches to working with partners both in the public and private sector. They will demonstrate the highest standards of professionalism and be genuinely committed to a culture of equality, diversity and inclusion.

The Service has one of the largest geographical areas in the UK, stretching from Port Talbot to St Davids and up beyond Welshpool. It has built a reputation of excellence in the delivery of our services from responding to emergency incidents to an impressive range of preventative initiatives.

Mid and West Wales Fire and Rescue Service is committed to making our communities the safest places to live, work and visit, by focusing on community protection, attracting, and developing our people, making effective use of resources, achieving organisational improvement.

We are looking for a forward-thinking Chief Fire Officer/Chief Executive Officer to guide Mid and West Wales Fire and Rescue Service through a period of exciting cultural change. Candidates for this high-profile position must bring a sharp awareness of the complex challenges facing modern fire and rescue services across Wales and the wider UK landscape. With strong strategic instincts and outstanding communication skills, the successful candidate will build vital relationships with the Fire Authority, Welsh Government, partner services, and stakeholders across the sector.

While experience within the Fire and Rescue Service is advantageous, it's not essential. We welcome applications from visionary leaders who meet the role's requirements. However, those applying to the Chief Fire Officer role must be currently serving at Brigade Manager level, with solid operational leadership experience and the capability to provide operational cover.

This is your opportunity to drive innovation, shape a powerful legacy, and make a meaningful difference to communities across mid and west Wales, while also propelling us into a new era of service delivery.

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

Applications must be submitted by **midnight on Sunday 26 October 2025**.



About the Service

We work hard to serve over 900,000 people living in the areas of Powys, Carmarthenshire, Ceredigion, Neath Port Talbot, Pembrokeshire and the City and County of Swansea.

Mid and West Wales Fire and Rescue Service was created in 1996 by the Local Government (Wales) Act 1994, following the merger of Dyfed, Powys and West Glamorgan Fire Brigades.

Mid and West Wales Fire and Rescue Service makes up almost two-thirds of Wales. It covers a predominantly rural area of 4,500 square miles (11,700 km²) and comprises 58 stations, split across three Divisions (Northern, Western and Southern). The Service is the third geographically largest Fire and Rescue Service in the United Kingdom, behind the Scottish and Northern Ireland Fire and Rescue Services.

The Service has the third highest population sparsity in England and Wales and there are 900,000 people living within the area we serve. This number swells to over 1.5 million as a result of tourism through the summer months.

There are a variety of risks found within the Service area, ranging from the petrochemical industries in Milford Haven, to the risks associated with heavily populated areas such as Swansea and Neath Port Talbot. There is also a large farming community and many other light industries throughout the area. These, together with an extensive coastline and inland waterways, form some of the specialised risks found within the Service.

We are proud that our 1,350 colleagues serve over 430,000 households and 43,000 business premises. We work hard to serve over 900,000 people in living in the areas of Powys, Carmarthenshire, Ceredigion, Neath Port Talbot, Pembrokeshire and the City and County of Swansea.

Our Vision

We work to:

- Deliver the best possible service for the communities of Mid and West Wales

Our Enablers are:

- Our People
- Corporate Social Responsibility
- Digital and Information Communications Technologies Strategy
- Leadership and Management, Governance, division making and continuous improvement
- Financial Resilience
- Partnership and Collaboration



Our Behaviours.

We:

- Are accountable
- Demonstrate integrity
- Are respectful
- Are impartial
- Are ethical

To find out more, please visit our [website](#)





About the Fire Authority

Mid and West Wales Fire and Rescue Authority is made up of 25 elected members who represent the six Local Authorities within the mid and west Wales area (Carmarthenshire, Ceredigion, Neath Port Talbot, Pembrokeshire, Powys and the City and County of Swansea).

They are publicly accountable and have a statutory responsibility to maintain a Fire and Rescue Service for our communities, in accordance with the following legislation and regulations:

- Local Government (Wales) Act 1994.
- Mid and West Wales (Combination Scheme) Order 1995.
- Fire and Rescue Services Act 2004.
- Regulatory Reform (Fire Safety) Order 2005.
- Combined Fire and Rescue Services Schemes (variation Wales Order 2009).
- Local Government (Wales) Measure 2009 amended 2011.
- Local Government and Elections (Wales) Act 2021.
- Fire and Rescue Services National Framework for Wales.
- Well-being of Future Generations (Wales) Act 2015.

The Authority has a statutory obligation to maintain a Fire and Rescue Service capable of dealing effectively with calls for assistance in the case of fire and other emergencies



Job Profile

You will have a crucial leadership role in strategic change programmes in the Service and be the designate Head of Paid Service for the Fire Authority.

As Chief Fire Officer/Chief Executive Officer, you will be responsible for ensuring that Mid and West Wales Fire and Rescue Service fully discharges its statutory obligations and duties (under the Fire and Rescue Services Act 2004 and other Statutory Instruments, Guidelines and Regulations), and all current statutes and regulations relating to fire safety and fire prevention, having regard to the Fire and Rescue National Framework for Wales and the needs of the communities and people across mid and west Wales.

The successful candidate will have a strong focus on performance, driving efficiencies and transforming the service delivery operations to provide best value for money for residents. Looking for improvements in customer experience through integration with other public, private and voluntary sector organisations and across a range of professional disciplines will also be important. You will have a crucial leadership role in strategic change programmes in the Service and be the designate Head of Paid Service for the Fire Authority.

As a member of the Service's Executive's Leadership Team, you will own and contribute to the development and operation of the Service's strategic direction through the delivery of its Improvement and Wellbeing objectives outlined in its Community Risk Management Plan 2040.

Special conditions:

- The post holder will be expected to reside within mid and west Wales.
- The post will involve working out of normal office hours.
- The candidate will require a Standard DBS clearance.
- Security clearance is a requirement of this role.

For candidates applying for the role of Chief Fire Officer, you will:

- Be expected to undertake Continuous Duty requirements.
- Be required to provide Principal Officer cover for the Service and to act as Gold Commander where appropriate.



Job Description



Role Overview

The Chief Fire Officer/Chief Executive Officer is the Head of Paid Service of the Mid and West Wales Fire Service and the principal Advisor to the Fire Authority. The post has a direct reporting line to the Fire Authority. The functions delegated to the Chief Fire Officer/ Chief Executive Officer by the Fire Authority are formally recorded within Part 2 of the Authority's Constitution document.

The Chief Fire Officer/Chief Executive Officer is responsible for interpreting the statutory obligations placed upon the Fire Authority and developing strategic policies to ensure that those obligations are legally discharged in a cost-effective manner and in accordance with the Standing Orders of the Fire Authority.

The Chief Fire Officer/Chief Executive Officer is responsible to the Fire Authority for the effective management of the Fire Service in accordance with the Service's agreed Vision, Behaviours and Objectives within the Community Risk Management Plan 2040.

The Chief Fire Officer is the Senior Operational Officer and Commander of the Service.

Key Responsibilities:

- The operational and executive command of the community risk reduction and rescue services to the six constituent Local Authorities in the area served by the Fire Authority.
- The command and co-ordination of the Service's operation to ensure that the statutory obligations of the Fire Authority are discharged.
- Plan, direct and control the Authority's resources to meet planned levels of achievement, and satisfy the audit processes of the Welsh Government, the Wales Audit Office, the Health and Safety Executive and other statutory Authorities.
- Ensure that elected Members of the Fire Authority are kept reliably informed, in good time, of strategic issues affecting the Service that require Authority consideration with particular regard to changes in legislation, government policy and directives. Provide advice and support to Members to allow them to properly undertake their roles.
- Ensure that Chief Executives, Directors and other relevant Senior Officials of the six constituent local authorities are briefed and consulted on issues of mutual interest.
- In liaison with the Treasurer to the Authority and the Finance Directors of the six constituent local authorities, gain approval for revenue budgets that provide the resources necessary to provide an efficient and effective fire and rescue service for the area.
- Develop strategic capital investment plans and, in liaison with the Treasurer to the Authority, prepare an annual capital investment program for approval by the Fire Authority within the prudential borrowing framework.
- Represent the Authority in discussions and meetings with the Welsh Government.
- Organise and control the cost-efficient financial operation of the Service within approved budget allocations including income generation where appropriate.
- Ensure that the operational resources of the Service are maintained and available to respond, within prescribed standards, to any emergency that might occur within the Service's area.
- Ensure that the community risk reduction function of the Fire Authority runs effectively and impartially discharges the Authority's legal responsibility with regard to the enforcement of fire safety legislation, advice and education.
- Ensure the development and implementation of Health and Safety strategies, including Safe Systems of Work for operational incidents. Responsible under the Health and Safety at Work Act 1974 for breaches of Section 37 (1) Offence by Bodies Corporate.
- Provide direct line management support to the appropriate Directorate as part of Executive Board areas of responsibility.
- Responsible for all staff recruitment to meet the demographic needs of the Service, including the provision of advice to the Authority on the appointment of Service Directors in accordance with Authority policy on equality of opportunity.
- Responsible for ensuring overall arrangements for staff development and training to meet the dynamic needs of the Service.
- Responsible for all disciplinary procedures in respect of employees within the terms of the Authority's approved disciplinary procedures.
- Responsible for developing and fostering high quality industrial relations with the respective trade unions, which represent the Service's workforce.
- As one of the senior fire and rescue service posts in Wales play a leading role in developing national fire policy by representing the Fire Authority and, where appropriate the National Fire Chiefs Council on relevant UK and Wales Committees and task groups.
- The Chief Fire Officer will also work on a continuous duty system.

Personal Specification

Commitment to develop the quality ethos across all service delivery areas in line with Wales Programme for Improvement.



You will have - Knowledge and Experience

- Thorough knowledge of political and financial framework that the Fire and Rescue Service operates within.
- Successful track record of managing multi-disciplinary teams/functions to achieve common ends.
- Experience of promoting the organisation at senior level with outside bodies, the press and media.
- An understanding of the concept of Performance Improvement and its implications for the Fire and Rescue Service.
- Experience in dealing with elected members, representative bodies and politicians at a senior management level.
- Appreciation of the relationship between Welsh Government, local fire and rescue services and the wider public service in Wales.
- Experience of substantial involvement in policy and budget review.
- Experience of managing performance management systems is desirable.
- Close working with Elected Members
- Active involvement in NFCC policy development*

*This is a requirement for the role of the Chief Fire Officer

You can bring - Skills and Abilities

- Well-developed negotiating skills to provide a clear focus for action.
- Appreciation of Welsh cultural, language and political identity.
- Able to demonstrate corporate vision and understanding of organisation-wide issues and policies.
- Evidence of clear commitment to equality and organisational diversity.
- Exceptionally good oral and written communication skills and abilities.
- Flexibility and adaptability to meet conflicting priorities and pressures.
- Well-developed interpersonal skills, consistent with a modern working environment.
- An objective and rational approach to decision making/ problem solving.
- Commitment to develop the quality ethos across all service delivery areas in line with Wales Programme for Improvement.
- Willingness to involve all relevant groups in policy and service development .
- The ability to present orally to large committee groups and to prepare such presentations to tight deadlines

- Commitment to learn the Welsh language to a foundation level, in line with Welsh Language legislation and in compliance with the Authority's **Welsh Language Standards**. Any training which is needed to reach the required level of proficiency in the language will be offered to the successful candidate.

It is important you:

- Have a work/life balance therefore we support involvement in non-work activities.
- Are able to attend events, functions etc., which may be outside normal office hours.

Have shown a commitment to your continuous professional development, for example:

- Master's Degree level qualification in a business-related subject or equivalent.
- Executive Leadership Programme or equivalent is desirable
- Current competent Brigade Manager role or above in a Local Authority Fire and Rescue Service. *
- Incident Command Level 4 (Strategic) qualification*
- Requirement to work on a continuous duty system*

*These are requirements for the role of the Chief Fire Officer



Equality, Diversity and Inclusion at work

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.

At Mid and West Wales Fire and Rescue Service, we are committed to fostering an inclusive workplace that reflects the diverse communities we serve.

We 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 committed to:

- Creating a welcoming and respectful environment where everyone feels valued and empowered.
- Recruiting and retaining a diverse workforce, including people from underrepresented backgrounds and communities.
- Ensuring equal access to career development, training, and progression opportunities.
- Continually reviewing and improving our policies, practices, and culture to reduce barriers and bias.
- Supporting mental health and wellbeing, recognising that inclusion is not just about identity, but also about ensuring people feel safe, seen, and supported.

We recognise the vital role that strong, inclusive leadership plays in driving forward positive cultural change. As we seek our next Chief Fire Officer/Chief Executive Officer, we are looking for a leader who will support EDI at every level of the organisation.

The successful candidate will build on our progress, lead by example, and continue to promote a working environment where everyone feels valued, supported and empowered to reach their full potential.

Together, we will ensure our service is accessible, responsive and trusted by all the people and communities of Mid and West Wales.



Conditions & Remuneration

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

Salary:

Chief Fire Officer: £166,096 - £178,309

Chief Executive Officer: £149,486 - £160,478

Place of Work:

Service Headquarters, Carmarthen

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 LGPS or 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



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 or on **0141 220 6460**.

Please note that the covering letter should answer the following 2 questions:

- Please provide evidence of how you have demonstrated an alignment to our Vision and Behaviours.
- Please provide a statement of your suitability for the role, either for Chief Executive Officer or Chief Fire Officer.

Your response to these questions must not exceed 500 words in total.

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.

Timescales

- Closing date for applications: **midnight Sunday 26 October 2025**
- Assessment Centre (in Carmarthen): **Tuesday 2 December**
- Interviews with Mid and West Wales Fire Authority (in Carmarthen): **Friday 12 December**





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