



## **JOB DESCRIPTION**

<b>JOB TITLE:</b> Area Manager	<b>DIRECTORATE:</b>
<b>POST NO:</b>	<b>ROLE / GRADE:</b> Area Manager B <b>DUTY SYSTEM:</b> Flexible Duty

### **1. JOB PURPOSE**

- 1.1 To be a member of the Service Leadership Team, along with the other Area Managers. This team works under the direction of and reporting to an Assistant Chief Fire Officer or Director, or directly to the Chief Fire Officer/Chief Executive, to deliver all aspects of efficient and effective management of the Directorate, its objectives, the Service's Integrated Risk Management Plan (IRMP) and other Service strategies, policies or processes.
- 1.2 To be responsible for the strategic direction and management of resources, operational response, people development and risk reduction. The strategic aim being that our staff are trained and developed to the highest standard possible, respond to incidents and manage the effects thereof, lead through reducing risks to develop community interaction and liaison and collaboration with all partners. This includes budget management, resourcing, managing our facilities and leading all aspects of work connected with the area you are responsible for.
- 1.3 To jointly lead on organisational resilience so that the organisation is 'operationally assured' in all circumstances, incidents or events that may occur.
- 1.4 To lead and strategically support employees to resolve operational incidents.

### **2. SUPERVISION AND WORK PLANNING**

- 2.1 You will work under the direction of the CFO/CE, ACFO or Director and are responsible for the areas highlighted in Section 1 (Job Purpose), which includes managing Group Managers and the other staff under this span of responsibility.
- 2.2 You carry significant autonomy in the management of the function and have a major influence on corporate strategy and policy through membership of the Directorate Team or other management Teams or Forums.

### **3 JOB CONTEXT**

- 3.1 Avon Fire & Rescue Service (AF&RS) serves the Unitary Authority areas of Bristol, Bath & North East Somerset, North Somerset and South Gloucestershire. It has 21 operational fire stations, together with offices, covering all areas, with its Head Quarters based in Portishead, near Bristol. AF&RS Control Centre, where emergency calls are handled, is situated in Lansdown, near Bath. With an annual budget of around £50 million, AF&RS delivers a wide range of fire, rescue and community safety services across a geographic area of approximately 514 square miles with a residential population of more than one million people. AF&RS employs over 800 staff made up of: Service Delivery including whole-time and on-call Firefighters, and staff in its Control Centre, Service Delivery Support, and Corporate Services.

### **4 MAIN DUTIES AND RESPONSIBILITIES [Including relevant NOS Units]**

#### **Corporate**

- 4.1 As a member of the Service Leadership Team, take an active role in the management of the Service Delivery, Service Delivery Support and Corporate Services. Participate in the formulation, review and implementation of policies and objectives for the Directorate, ensuring a clear strategic focus. **[EFSM Units: 5.0 & 9.0]**
- 4.2 Support and implement corporate and executive policies to promote the strategic aims and objectives of the Service. **[EFSM Units: 5.0, 6.0 & 8.0]**
- 4.3 Maintain regular contact with, and work in collaboration with the other Area Managers and other service staff to ensure the provision of fully integrated and effective delivery of services, being able to respond to and meet customer needs and agreed performance targets. **[EFSM Units: 5.0, 6.0 & 16.0]**

#### **Functional – Service Delivery**

- 4.4 Responsible for the development, implementation and review of appropriate strategies, processes, plans and procedures, in support of the Service's values, Service aims and objectives, in order to meet customer requirements and ensuring the on-going development of effective initiatives for operational assurance and safety in the community. **[EFSM Units: 5.0 & 9.0]**
- 4.5 Liaise with and consult Representative Body Officials, as part of the policy development process and to maintain good industrial relations within Risk Reduction, Operational Response and People and Development with devolved responsibility to take decisions within parameters laid down by the Service Leadership Board. **[EFSM Unit: 6.0]**
- 4.6 Manage and develop the relevant Directorate Delivery functions ensuring they are effectively organised and resourced to meet service requirements, performance criteria and corporate objectives. **[EFSM Units: 5.0, 9.0, 11.0 & 18.0]**
- 4.7 In conjunction with the Area Managers or other staff, establish joint working arrangements for Operational Response, Risk Reduction and People and Development, to develop and deliver integrated service delivery functions to the wider community in a designated geographical area. **[EFSM Units: 5.0 & 6.0]**
- 4.8 Foster and maintain effective liaison, links and partnerships with local, national and international bodies, that have an interest in, or an effect upon your areas of responsibility. **[EFSM Units: 8.0 & linked to 6.0 & 9.0]**
- 4.9 Where relevant and in relation to people development and operational response, establish effective communications with both internal and external views on services required, services received and their effectiveness, and areas for improvement and development. **[EFSM Units: 5.0 & linked to 6.0 & 9.0]**
- 4.10 Identify and secure improvements to increase efficiency and effectiveness, meet legislative requirements, and to facilitate the integration of related functions. **[EFSM Unit: 22.0]**
- 4.11 Provide professional advice and support direct to the Service Leadership Board and to Elected Members, as required, including drafting and presenting reports on relevant matters, and giving presentations. **[EFSM Unit: 6.0, 20.0 linked to 5.0]**

#### **Functional – Operations**

- 4.12 Lead and strategically support employees to resolve incidents. Attend operational incidents as required or appropriate and take command as necessary in accordance with the flexible duty system prevailing for Area Managers. **[EFSM Unit: 2.0]**

- 4.13 Review trends, patterns and statistics to evaluate performance standards and quality of service delivery within the area of command and act accordingly. **[EFSM Units: Linked to 8.0]**
- 4.14 Promote good community relations through liaison with local departments and other agencies as a senior fire service ambassador. **[EFSM Unit: 6.0]**

### **Managerial**

- 4.15 Select, direct, manage and motivate employees to maximise team and individual effort in delivering the full range of services, as well as a more in-depth specialist contribution where required. Monitor and review individual / team performance, including conducting PDR's, to ensure efficient and effective service delivery in accordance with Service policies, objectives and performance targets. **[EFSM Units: 13.0 & 14.0]**
- 4.16 Promote and manage human resource policies, practices and procedures to maximise the potential of personnel in terms of safety, equality and fairness, welfare, discipline and career development in line with Service policies. **[EFSM Units: Linked to 14.0, 15.0 & 20.0]**
- 4.17 Ensure clear Service objectives, measurable targets and budget plans are set and communicated effectively. Re-assess priorities and identify employee training and development requirements through staff appraisal and performance review, in order to achieve objectives to the required quality and on time. **[EFSM Units: 6.0, 8.0, 11.0 & 15.0]**
- 4.18 Delegate appropriate day to day matters to senior staff within your area of responsibility, who will be responsible for the achievement of timely results to agreed standards. **[EFSM Unit: 14.0]**
- 4.19 Initiate and inspire a continual process of improvement and development within the function to meet emerging and future service needs, in accordance with the Service's strategic objectives. **EFSM Unit: 9.0]**
- 4.20 Responsible for preparing and managing all relevant budgets, ensuring compliance with relevant legislation, financial regulations and Service policy. Control and monitor income and expenditure to avoid overspending and to achieve best value for the Service. **[EFSM Unit: 11.0]**
- 4.21 Co-ordinate and develop effective communications for whom responsible, and with other functional units across the Service, to ensure that appropriate information is exchanged in all directions to aid work planning, review and decision making, as well as to develop mutual trust and support. **[EFSM Unit: 6.0, 8.0 & 20.0]**
- 4.22 Responsible for your own personal development and effectiveness to meet the existing and known future requirements of the post. Take appropriate action to communicate and address development needs, particularly at PDRs, and to manage your own time and resources effectively. **[EFSM Unit: 16.0]**
- 4.23 Act as chair or member of examining, assessing or interviewing boards for selection and qualification procedures, as necessary. **[EFSM Units: 13.0 & 14.0]**
- 4.24 Serve as chair or advisor on committees, projects or ad-hoc forums, as requested. **[EFSM Unit: 20.0 & linked to 6.0 & 8.0]**
- 4.25 Attend such meetings, conferences, seminars or courses as appropriate in the capacity of Area Manager. Represent the Chief Fire Officer & Chief Executive or other Principal Officers as requested. **[EFSM Unit: 20.0]**

### **NOTES**

- 4.26 You must be aware of Health and Safety Regulations in relation to duties and tasks being undertaken and must undertake Risk Assessments of hazardous situations and activities,

using systematic or dynamic risk assessment as appropriate. You must keep suitable records of assessment readily accessible for those affected and for inspection by external agencies on demand. You have a responsibility for your own safety and must not endanger that of colleagues/visitors in the workplace or the public.

4.27 AF&RS requires all staff and leaders to promote equality and diversity by:

ensuring that, both in your dealings with other employees and with members of the public, you comply with all aspects of the Service's Equality Policy and legislation that outlaws discrimination.

treating members of the public and other AF&RS staff with respect, dignity and in line with the expectations determined by our Service values at all times; and taking action when witnessing an act that could be considered discrimination or harassment, challenging it and/or raising with managers.

4.28 Your job may involve you dealing with highly confidential and sensitive information. It is essential that you ensure this information is held and processed securely and that you always act with tact and discretion and comply with the General Data Protection Regulation (GDPR) and the Data Protection Act 2018. Confidentiality must be maintained, even after leaving this post or AF&RS employment.

4.29 You should maintain an awareness of environmental regulations in relation to the remit of your role. All employees have a responsibility to carry out their duties in an environmentally conscious way and to actively support AF&RS's Environmental Strategy, Policy and objectives.

In addition to the individual responsibilities above, you must ensure that your employees conform to the principles of equality, fairness and dignity and must confront incidents of behaviour that offend against those principles.

This Job Description contains only the main accountabilities relating to your post and does not describe in detail all the duties required to carry them out.

## 6. SPECIAL NOTES OR CONDITIONS

6.1 You will work on a flexible duty roster which covers a twenty four hour, seven day working week.

6.2 AF&RS expects all employees to accept and work to our Core Values during the course of their employment. These Values require us all to be:

- Respectful
- Honest
- Courageous
- Ambitious
- Inclusive
- Transparent

6.3 In addition to our Core Values, all employees should accept and work to the National Fire Chiefs Council (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** - we treat people with 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 and inclusion (EDI)** – we continually recognise and promote the value of EDI both within the FRSs and the wider communities in which we serve. We stand against all forms of discrimination, create equal opportunities, promote equality

foster good relations and celebrate difference.

- 6.4 In the interests of the efficiency of the Service, you may be required to work from any base within the Service area.
- 6.5 The duties of the post will involve travel. You will be required to provide a car and will be entitled to the appropriate mileage allowances in accordance with the Essential Car User Scheme. Alternatively, the Service offers a vehicle leasing scheme (details upon request).
- 6.6 With effect from July 2023, UK legislation was amended to enable Fire & Rescue Services to undertake standard Disclosure and Barring Service (DBS) checks for all employees. All AF&RS posts therefore require a standard DBS check, with a few defined roles requiring an enhanced DBS check. This post is subject to a standard DBS check. These DBS checks will be renewed throughout employment. (NB for Area Managers who are Safeguarding Lead, their post will be subject to an enhanced DBS check as they have direct line management responsibility for those undertaking and managing regulated activities).
- 6.7 This is a politically restricted post in accordance with the Local Government and Housing Act 1989 and the Local Government Officers (Political Restrictions) Regulations 1990. This means that, unless exemption is obtained, you are restricted from certain political activities. See our policy hub [Politically Restricted Posts \(sharepoint.com\)](https://sharepoint.com) for details.

**6 POSTHOLDER SPECIFICATION** *(For other skills, experience and personal attributes please refer to the Area Manager Role-Map references below.)*

- As a minimum, must meet AFRS standards for progression to an Area Manager role.
- Corporate membership of the IFE and/or another professional management institute is desirable.
- Successful completion of a Multi-Agency Gold Incident Command Course.
- Extensive, wide ranging experience of Community Safety issues is essential, combined with a sound knowledge of operational services and other fire service disciplines.
- A current full driving licence and the ability to respond to operational incidents as required are essential.

<b><i>For use by Human Resources only:</i></b>  Effective Date:  Line Manager Signature:	<b><i>To be signed by postholder:</i></b>  Received:  Date:
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# EMERGENCY FIRE SERVICES

## AREA MANAGER ROLEMAP ROLE-SPECIFIC MANAGEMENT STANDARDS

<b>Unit Title</b>	<b>Role Specific Responsibilities</b>	<b>As part of these responsibilities you will be required to -</b>
EFSM 2	Lead, monitor and support people to resolve operational incidents	<ul style="list-style-type: none"> <li>■ Review and determine incident status</li> <li>■ Assume responsibility and implement action to support those involved in the incident</li> <li>■ Debrief following resolution of incident</li> </ul>
EFSM 5	Plan implementation of organisational strategy to meet objectives	<ul style="list-style-type: none"> <li>■ Develop and agree policies and processes to support achievement of organisational aims and objectives</li> <li>■ Establish and agree the optimum organisation structure to support achievement of aims and objectives</li> <li>■ Produce implementation plan to achieve organisation strategy</li> </ul>
EFSM 6	Implement organisational strategy	<ul style="list-style-type: none"> <li>■ Allocate roles and responsibilities for implementation of strategic plans</li> <li>■ Delegate and provide support to those who will undertake implementation</li> <li>■ Maintain effective working relationships with those who can assist with implementation of the strategic plan</li> </ul>
EFSM 8	Lead organisational strategy through effective decision-making	<ul style="list-style-type: none"> <li>■ Obtain information required to enable effective decision making</li> <li>■ Communicate decisive action to achieve strategic goals</li> </ul>
EFSM 9	Implement and manage change in organisational activities (MCI A5)	<ul style="list-style-type: none"> <li>■ Identify opportunities for improvements in activities</li> <li>■ Evaluate proposed changes for benefits and disadvantages</li> <li>■ Plan the implementation of change in activities</li> <li>■ Agree the introduction of change</li> <li>■ Implement changes in activities</li> </ul>
EFSM 11	Determine effective use of physical and financial resources	<ul style="list-style-type: none"> <li>■ Allocate resources to meet service delivery needs</li> <li>■ Make recommendations for expenditure</li> <li>■ Control expenditure against budgets</li> </ul>
EFSM 13	Select personnel for employment (MCI C8)	<ul style="list-style-type: none"> <li>■ Identify personnel requirements</li> <li>■ Select required personnel</li> </ul>
EFSM 14	Manage the performance of teams and individuals to achieve objectives (MCI C13 – amended)	<ul style="list-style-type: none"> <li>■ Allocate and delegate work to teams and individuals</li> <li>■ Agree objectives and work plans with teams and individuals</li> <li>■ Assess the performance of teams and individuals</li> <li>■ Provide feedback to teams and individuals on their performance</li> <li>■ Resolve performance issues with teams and individuals</li> </ul>
EFSM 15	Develop teams and individuals to enhance work based performance (MCI C10 – modified)	<ul style="list-style-type: none"> <li>■ Identify the development needs of teams and individuals</li> <li>■ Plan the development of teams and individuals</li> <li>■ Develop teams to improve performance</li> <li>■ Deliver individual learning and support for development</li> <li>■ Evaluate the development of teams and individuals</li> </ul>

EFSM 16	Manage yourself to achieve work objectives	<ul style="list-style-type: none"> <li>■ Organise and structure personal work activities to achieve objectives</li> <li>■ Develop and continuously improve productive working relationships</li> <li>■ Implement personal development plan to continuously improve personal performance</li> </ul>
EFSM 20	Exchange information to ensure effective service delivery	<ul style="list-style-type: none"> <li>■ Plan and chair meetings to aid decision making</li> <li>■ Participate in meetings relating to service delivery</li> </ul>

### Optional Units

EFSM 17	Advise on development and implementation of quality policies and practice (MCI F2)	<ul style="list-style-type: none"> <li>■ Advise and support on the development of quality policies</li> <li>■ Advise on strategies to implement quality policies</li> </ul>
EFSM 18	Implement quality assurance systems (MCI F4)	<ul style="list-style-type: none"> <li>■ Establish quality assurance systems</li> <li>■ Maintain quality assurance systems</li> <li>■ Recommend improvements to quality assurance systems</li> </ul>
EFSM 19	Monitor compliance with quality systems (MCI F6)	<ul style="list-style-type: none"> <li>■ Plan to audit compliance with quality systems</li> <li>■ Implement the audit plan</li> <li>■ Report on compliance with quality systems</li> </ul>
EFSM 22	Develop information systems to support service delivery objectives (MCI D5 - amended)	<ul style="list-style-type: none"> <li>■ Identify information and communication requirements</li> <li>■ Select information management and communication systems</li> <li>■ Implement information management and communication systems</li> <li>■ Monitor information management and communication systems</li> </ul>
EFSM 23	Agree project plan to meet specific objectives (MCI G4 – amended title)	<ul style="list-style-type: none"> <li>■ Agree the project's scope and definition</li> <li>■ Develop plans to achieve the project's goals</li> <li>■ Establish the project's resources and control methods</li> </ul>
EFSM 25	Manage project to meet objectives (MCI G5 – amended)	<ul style="list-style-type: none"> <li>■ Lead the project team to achieve objectives</li> <li>■ Monitor and adjust activities, resources and plan to meet objectives</li> <li>■ Develop solutions to project problems</li> <li>■ Maintain communication with project stakeholders and sponsors</li> </ul>

### Personal Qualities and Attributes

Personal Style	Commitment to Diversity and Integrity	Champions diversity and embeds a fair and ethical approach within the organisation
	Openness to Change	Drives and manages the change process, seeking opportunities to create and implement improved organisational effectiveness
	Confidence and Resilience	Consistently projects and promotes a confident, controlled and focused attitude
Interpersonal Skills	Working with Others	Leads, involves and motivates others, creating and implementing strategies for influencing others both within the Fire and Rescue Service and in the community.
	Effective Communication	Communicates effectively both orally and in writing
	Commitment to Development	Committed and able to develop self, individuals and units to improve organisational effectiveness

Working with Information	Problem Solving	Gathers information in order to predict future requirements and make realistic decisions
	Situational Awareness	Maintains an active awareness of the environment to promote safe and effective working
Organisational Effectiveness	Commitment to Excellence	Leads organisation and contributes to joint working to achieve excellence
	Planning and Implementing	Creates and implements effective plans to deliver long-term organisational strategic objectives
	Political/Organisational Awareness	Anticipates and shapes the political environment from a strategic perspective.