



Gwasanaeth Tân ac Achub
Fire and Rescue Service

Group Manager

Candidate Information Pack

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At North Wales Fire and Rescue Service we are committed to fostering a diverse, inclusive, and equitable workplace where all employees feel valued and respected.

We believe that diversity in backgrounds, experiences, and ideas drives innovation and strengthens our ability to make North Wales a safer place to live, work and visit.

We are seeking exceptional leaders to join our Group Manager talent pool for future substantive appointments. The role of Group Manager is challenging and rewarding and requires an individual who embodies the highest standards of personal and professional integrity, and who can inspire confidence, trust, and respect across all levels of the organisation and the wider community.

Joining us means becoming part of a forward-thinking organisation where you can make a lasting impact, develop your leadership potential, and contribute to shaping the future of fire and rescue services in North Wales.

If this sounds like you, and you are ready to bring your leadership skills and passion for making a difference, we want to hear from you.

Our Cultural Journey

North Wales Fire and Rescue Service published the final report of its commissioned Independent Cultural Review, facilitated by Crest Advisory, in January 2025. Since then, we have continued our cultural improvement journey, working to embed the review's recommendations and drive meaningful, lasting change. This remains a key part of our ongoing commitment to fostering a supportive, inclusive and progressive workplace culture.

The review, initiated in response to the Welsh Government's endorsement of the fire and rescue services' cultural improvement proposals, assessed the progress made in creating positive workplace environments and identified opportunities for further development.

It represents the beginning of a new chapter in the cultural evolution of North Wales Fire and Rescue Service. By implementing these recommendations, the Service reaffirm their dedication to creating a workplace where every employee feels valued, heard and empowered, and to enhance the services provided to their communities.

We are seeking inspirational and enthusiastic leaders to join us on this journey and help drive meaningful change. If you are passionate about fostering a positive workplace culture and making a real impact, we encourage you to be part of this transformation.

Further information on the Independent Culture Review can be found [here](#).

Applications

Applications are invited from substantive and competent Station Managers and existing Group Managers employed in a UK Local Authority Fire and Rescue Service.

Hours of Work and Availability

Your hours of work are based on the Flexi Duty System (FDS), which includes evenings and weekends. However, the sum of your weekly hours of positive and standby duty shall not exceed 78 hours per week on average.

The successful candidate will be required to work unsocial hours. The circumstances and the working arrangements are likely to involve extended periods of availability outside of normal office hours.

Location

The address for North Wales Fire and Rescue Service is Headquarters, Ffordd Salesbury, St Asaph Business Park, St Asaph, Denbighshire, LL17 0JJ.

You will be required to serve in any post appropriate to your rank competency level at any of the Service's premises situated in the North Wales area, as the Fire Authority may require at any time.

You are required to either reside or provide a base address within the boundaries of NWFRS area whilst undertaking on-call tactical cover. Your base must be within an acceptable travelling distance to allow for the proper performance of your duties.

Further information

For an informal discussion regarding this role, please contact Area Manager Dave Hughes, Head of Response by email Dave.Hughes@northwalesfire.gov.wales or phone 07876 390 847.

Who we are

North Wales Fire and Rescue Service employs more than 900 dedicated staff in both operational and corporate services roles, working together to create a positive impact in the communities we serve.

We help safeguard a diverse and vibrant region, covering around 2,400 square miles of stunning landscapes that include picturesque coastlines, historic towns, and the rugged peaks of Eryri National Park. North Wales is home to over 700,000 residents and welcomes hundreds of thousands of visitors every year, drawn by its rich culture, heritage, and natural beauty.

Our team responds to around 108,000 calls annually, including approximately 17,000 emergency incidents. Alongside our emergency response, we are deeply committed to prevention and education. This includes visiting homes to provide fire safety advice, engaging with young people, collaborating with partners, and using traditional and social media to inform and support our communities.

We also play a crucial role in fire protection, working with local businesses and organisations to ensure they meet their responsibilities, protecting employees, customers, and premises alike.

North Wales is a region steeped in history and culture, where the Welsh language is an integral part of everyday life. As a service, we are proud to support and promote the use of Welsh and are committed to reflecting the rich diversity of our communities. Living and working here means enjoying a high quality of life, with excellent schools, vibrant cultural events, and unrivalled access to outdoor activities.

North Wales Fire and Rescue Service is a professional and welcoming organisation. We foster a supportive culture and uphold our core values, placing teamwork, respect, and integrity at the heart of everything we do.

To learn more about us, including our Core Values, visit the next page or explore our [website](#).



Our Core Values



The Role

Living and working in North Wales offers an excellent environment for anyone seeking an enhanced quality of life. Long regarded as one of the most beautiful places in the UK, the area has much to offer, especially in terms of outdoor pursuits, cultural and leisure activities.

North Wales Fire and Rescue Service are seeking to identify suitable individuals for Group Manager (B) roles. The promotion board process enables successful applicants to be eligible for appointment within a 12-month period or until a new process commences. As per Grey Book terms and conditions the appointments are interchangeable with any other post of the same role within the Service. Applications are invited from substantive competent Station Managers and substantive Group Managers. (Existing internal Group Managers that wish to change their current role should submit an internal transfer request form, which will be considered as part of this process).

The successful candidates will work in an increasingly demanding and performance centred environment and applicants should therefore have a strong track record of achievement and be able to champion transformational leadership and demonstrate a commitment to excellence.

Candidates will be required to complete a full application form having read the guidance notes carefully in relation to providing evidence against all the essential criteria in the person specification. Candidates will be required to deliver a 15-minute presentation and answer questions in relation to the presentation delivered focusing on the requirements of the role. The presentation topic will be advised within the confirmation of shortlisting.

What we can offer you

At North Wales Fire and Rescue Service, we believe that investing in our people is key to delivering the best outcomes for our communities. As part of our team, you'll benefit from:

A Competitive Salary and Benefits Package:

- A competitive salary reflecting the responsibilities of the role.
- Group Manager B: £71,924 (development) - £79,734 (competent) per annum (inclusive of allowances), plus lease car or provided vehicle
- Access to an employer contributory pension Scheme.
- Annual leave entitlement, starting at 33 days per year, plus public holidays in line with Grey Book Terms & Conditions

Professional Development:

Ongoing opportunities to enhance your leadership and technical skills through tailored training and development programmes.

Support to achieve further professional qualifications, aligned with your career aspirations and organisational needs.

A Commitment to Your Well-being:

- Health, fitness and wellbeing support, including occupational health, colleague support, mental health champions, physical therapies and access to Service gyms
- Flexible working arrangements where operationally possible, helping you balance your work and personal life.
- A range of additional benefits such as cycle to work scheme and access to discounts from hundreds of retailers, leisure and service providers.

An Inclusive and Supportive Workplace:

- A culture that values diversity and actively promotes equality and inclusion.
- Support networks and initiatives to ensure you feel valued and empowered to succeed.

Opportunities to Make a Difference:

- The chance to contribute to a service that plays a vital role in protecting and improving the life of people who live, work and visit North Wales.
- A role where your leadership will directly shape the future of fire and rescue services, driving innovation and improvement for generations to come.

Living and Working in North Wales:

- The opportunity to work in one of the most beautiful regions in the UK, with stunning coastlines, mountains, and a vibrant cultural heritage.
- A chance to embrace and contribute to Welsh culture, including support for learning and using the Welsh language in the workplace.

By joining us, you'll not only develop professionally but also play a critical role in creating a safer, stronger, and more resilient North Wales.

Group Manager Recruitment Guidance

The following guidance is being provided to support applicants in submitting their application.

Note: In line with NWFRS Recruitment and Selection policy, applicants who have received any warnings under discipline or capability will not be eligible to apply for a vacancy if the closing date of the respective process falls within the period of their award.

Evidence of the Essential and Desirable Criteria can be demonstrated by referring to experiences from within your current role, or from any other relevant experiences outside of your current role and outside of your employment within a Fire and Rescue Service.

Please note the maximum word count per criteria is 300 words.

Group Manager Essential and Desirable Criteria:

Essential Criteria

Is substantive competent Station Manager (or substantive Group Manager)

Undertaken formal management development or comparable experience at Post Graduate level.

Experience in the management and operational command and control of incidents and an ability to demonstrate competence at Incident Command Level 2 with the ability to progress to Incident Command Level 3 within 12 months of appointment.

Experience of developing effective partnership working and activities that meet the needs of the Fire and Rescue Service.

Knowledge of the national, regional and local political operating climate of the FRS.

Knowledge of the statutory role, powers and responsibilities of the FRS.

Proven experience and knowledge of procedures within the Operational environment.

Good interpersonal, oral and written communication skills.

Ability to assimilate and interpret technical information and statistics.

Ability to work independently, to prioritise work and meet tight deadlines.
Ability to produce clear and concise reports which inform strategic decisions and policy.
Leadership, relationship building, influencing and negotiating skills.
Ability to undertake analysis and make effective decisions.
Welsh language level 3 (to be attained within a 2-year period from appointment). Appropriate support and training will be provided if required.
Hold a full and current driving licence.
Will successfully complete a DBS check (standard)
Has no current performance, capability, discipline or attendance management issues
Has a satisfactory and up to date fitness assessment. External candidates will be subject to a medical
Desirable Criteria
Qualified member of a suitable professional body (e.g. IFE).
Experience of leading and delivering change and improvement through project management processes.

Presentation Information

You will be required to deliver a 15-minute presentation to the interview panel. Further details, including the topic of the presentation, will be given to candidates following completion of the shortlisting process.

Welsh Language Skills

At North Wales Fire and Rescue Service, we believe that in the conduct of public business in Wales, the English and Welsh languages should be treated on the basis of equality.

We pride ourselves on having taken the issue of language seriously over many years. By acknowledging our moral and legal duties to protect the cultural heritage of the area and to meet the expectations of the local community, we also acknowledge the positive service benefits of conducting our public business in both languages. Saving lives and reducing risk are at the heart of our mission - the language issue is vital to its success.

The Welsh language requirement of this post is a level 3 and the required skills are set out below.

Skill Area	Welsh Language Standards Requirements
Speaking / Listening	Having level 3 skills means that as well as demonstrating level 1 and level 2 spoken Welsh skills you are able to converse partly in Welsh, but turn to English in discussion and to give detailed information. You can understand and respond to general enquiries and describe people and places using simple phrases in Welsh.
Reading / Writing	You can understand some informal written Welsh.

Whilst fluency is not required, some Welsh Language skills are a requirement of this post. If applicants do not possess these skills on appointment, they will be fully supported to develop basic Welsh skills within 12 months or their appointment. More information of the level of these skills can be found [in this video](#)



Recruitment Timeline

Recruitment Activity	Date
Closing date	12:00 on 21/08/2026
Managerial & Command Assessments if required	TBC
Interview and Presentation	From 03/09/2026

How to Apply

The application form can be found on the [Current Vacancies](#) page of our website.

Please [watch this video](#) for guidance on completing the application form and preparing for the interview.

Completed application forms should be submitted by email to Recruitment@northwalesfire.gov.wales or contact the recruitment team on 01745 535 281 for further information.

Please do not submit your CV with the Application Form, as only the information provided within the Application Form will be used at the shortlisting stage.

When completing your application, please familiarise yourself with the Job Description and the Person Specification within the recruitment information pack so you understand the role and what the essential qualifications, skills and attributes for the role are. Whether or not you are shortlisted for an interview is based on the information you provide in your application form.

It would be helpful if you could let us know in good time if you would like us to make any reasonable adjustments for you.

Make sure you submit your application before the closing date as late applications will not be accepted.

Further information

We are an equal opportunity employer and welcome applications from all parts of the community. We are committed to providing equal opportunities to all staff and applications are encouraged by individuals regardless of age, disability, gender, gender reassignment, sexual orientation, pregnancy and maternity, race, religion or belief and marriage and civil partnerships.

We welcome correspondence and calls in Welsh and English and will respond equally to either language and respond in your language of choice without delay. An application submitted in Welsh will be treated no less favourably than an application submitted in English.

Please note that this post is subject to pre-employment checks including a DBS Check, Security Clearance, Medical, Drug and Alcohol test and satisfactory references. If a positive disclosure (spent or unspent) is received on the DBS, a risk based approach on managing the information will be adopted by the Service and a reasonable and proportionate decision is then made regarding the current or prospective employee. Further information can be found [here](#).