



Gwasanaeth Tân ac Achub
Fire and Rescue Service

Senior Corporate Planning and Performance Analyst

Planning, Performance and Transformation Department

Candidate Information Pack

Contents

Welcome from Ant Jones, Assistant Chief Fire Officer	3
Who we are	4
North Wales; A Place To Live, Work And Visit	6
The Role	7
What we can offer you	8
Job Description	9
Person Specification	12
Welsh Language Skills	14
Recruitment Timeline	15
How to Apply	15



Welcome from Ant Jones, Assistant Chief Fire Officer

When people think of the Fire and Rescue Service, they often picture Firefighters responding to emergency incidents. While this remains a vital part of the Service, the work of North Wales Fire and Rescue Service extends far beyond frontline response.

Behind the scenes, a wide range of professional roles contribute to keeping communities safe, resilient, and well-served. Among these, the role of a Senior Corporate Planning and Performance Analyst is central to ensuring that the Service operates effectively, efficiently, and in line with its strategic priorities.

This role plays a key part in shaping the future direction of the organisation. It involves leading on corporate planning processes, developing and monitoring performance frameworks, and providing high-quality analysis to support evidence-based decision-making. By interpreting data, identifying trends, and evaluating outcomes, the postholder helps ensure that resources are used wisely and that the Service continues to meet the evolving needs of the communities it serves.

Working closely with senior leaders, departments, and external partners, the Senior Corporate Planning and Performance Analyst supports continuous improvement across all areas of the Service. Responsibilities include coordinating strategic plans, reporting on organisational performance, ensuring compliance with statutory requirements, and driving a culture of accountability and excellence.

As the demands on Fire and Rescue Services continue to evolve, so too does the importance of robust planning and performance management. This role is instrumental in helping the Service adapt, innovate, and deliver high-quality services in a changing environment.

Our core values centre on striving for excellence, serving the communities of North Wales, and treating people with respect and fairness. We are looking for individuals who share these values and are committed to making a meaningful contribution to keeping North Wales a safe place to live, work and visit.



Who we are

North Wales Fire and Rescue Service's purpose is to Prevent, Protect, and Respond. To do this we employ more than 850 staff in operational and support roles.

We help to protect an area covering around 2,400 square miles and a resident population of over 700,000 people, as well as hundreds of thousands of visitors who travel in and out of North Wales every year.

On average, we go to around 2,000 fires and 1,000 non-fire emergencies such as road traffic collisions and flooding events every year. We also attend around 2,000 emergency calls that turn out to be false alarms.

We carry out extensive fire prevention work by visiting people in their homes, attending events, engaging with children and young people, and working with partners to educate and inform local communities. We also maintain an active presence in the media, including on social media.

North Wales Fire and Rescue Service is a professional and friendly place to work. We offer a supportive culture where we work hard to uphold our core values.

You can read more about our Core Values on the next page.

For more information about the Service please visit the [North Wales Fire and Rescue Service website](http://www.northwalesfire.gov.wales).



Our Core Values



North Wales; A Place To Live, Work And Visit

Within the region of North Wales is Conwy, Denbighshire, Flintshire, Gwynedd, Wrexham and Ynys Mon (pronounced 'un-iss morn', also known as Anglesey). Each county has something special to offer, whether you are looking for action and adventure or culture and heritage. 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. Being an area of outstanding landscape ranging from extensive sandy beaches and headlands to sheltered valleys, open moors and rugged mountains, there is something for everyone to enjoy. Tourism is a big contributor to the local economy with a wide variety of facilities across the region to attract the different visitors to the area each year, from high adrenaline zip lines, adventure parks and water sports to more relaxing walks exploring towns and countryside or visiting historical and cultural landmarks, including castles.

Whilst North Wales is close to nature and has open spaces close by, it is also well connected to the hustle and bustle of major towns and cities in the North West of England, such as Chester, Liverpool and Manchester. Rail transport links also connect the North Wales coast to major cities across the UK, with direct trains to London (in 3 – 4 hours), Birmingham and Manchester among others.

Food and drink play an important part of Welsh culture with food festivals and farmers markets taking place across the region to showcase the best food and drinks that Wales has to offer. Utilising locally sourced and seasonal produce, including freshly caught fish, tender local lamb, cheese, wine, ales and gin, there are plenty of places to eat catering to different tastes, including fine dining, gastro-pubs and bistro's as well as country pubs, tea rooms and cafés.

As per the 2021 Census, Wales has a population of just over 3.1 million, with approximately 18% of the population being Welsh speakers. The Welsh are passionate about the language, sport and culture with competitive festivals of Welsh music, poetry and art taking place annually - known as an Eisteddfod (pronounced ace-teth-vod). They are cultural festivals held through the medium of Welsh, providing a national stage for music, dance, literature, visual arts and performance. Whilst Welsh language is an important part of an Eisteddfod, the events are inclusive for all people to get involved so you don't need to be a Welsh speaker to attend and enjoy the day. People of all ages and abilities, including Welsh language learners are encouraged to participate in Eisteddfods, with the International Eisteddfod in Llangollen being held annually at the start of August, bringing together participants from all over the world to celebrate the different cultures, music and arts in one place.



The Role

At North Wales Fire and Rescue Service, every team member plays a vital role in protecting our communities and the natural environment. Effective planning, performance management, and the use of high-quality data are critical in ensuring that we deliver services that are efficient, responsive, and aligned with the needs of the people we serve.

To support this, we are pleased to offer an exciting opportunity for a Senior Corporate Planning and Performance Analyst. This role provides the chance to work at the heart of the organisation, contributing to strategic decision-making and helping to shape the future direction of the Service.

Working closely with senior leaders and colleagues across departments, the postholder will play a key role in developing, coordinating, and monitoring corporate plans and performance frameworks. You will be responsible for analysing complex data, identifying trends, and producing insightful reports that support evidence-based decisions and continuous improvement across the Service.

Your key responsibilities will include leading on corporate planning processes, managing performance reporting cycles, and ensuring that the Service meets its statutory and strategic objectives. You will also support the development of meaningful performance indicators, evaluate outcomes, and provide expert advice to managers and stakeholders to drive organisational improvement.

Collaboration and communication are central to this role. You will build strong relationships with colleagues, senior leaders, and external partners, ensuring that performance information is clearly communicated and understood. Your ability to present complex information in an accessible way will be essential in supporting effective decision-making at all levels.

While strong analytical and organisational skills are crucial, we also value the ability to influence, engage, and work collaboratively. Basic Welsh language skills are required for this role; however, if you are not already proficient, support will be provided to help you achieve Level 2 proficiency by the end of your 12-month probation period. A standard DBS check is also required.

Although corporate planning and performance functions often operate behind the scenes, they are fundamental to how the Service operates and improves. By ensuring that decisions are informed, resources are effectively allocated, and performance is continuously monitored, this role plays a direct part in helping North Wales Fire and Rescue Service protect lives, property, and the environment, and continue making a meaningful difference to the communities we serve.

What we can offer you

Pay

Grade 07

Base Salary: Starting at £ 35,412 per annum, rising to £ 38,220 per annum

Hours of work

This position is based on working 37 hours per week, Monday to Friday. The base location is in Rhyl with the potential to undertake some work remotely or from alternative fire service locations.

We offer a great deal of flexibility and we try as much as possible to support staff to balance their work and home life. We have an agile working policy to facilitate virtual and home working where practicable for the role, which can be discussed further during interview.

Benefits of employment

- Generous annual leave entitlement, starting at 25 days per year, plus public holidays
- Flexi-time Scheme allowing staff to work flexibly
- Free parking when working from any of the Service's locations.
- North Wales Fire and Rescue Service uniform provided
- Access to the employer contributory Local Government Pension Scheme
- We will provide you with training, support and guidance to develop your potential
- Health, fitness and wellbeing support, including occupational health, colleague support, mental health champions, physical therapies and access to Service gyms
- A range of additional benefits such as cycle to work scheme and Corporate Membership of the Blue Light Card.



Job Description

Post Title	Senior Corporate Planning and Performance Analyst
Department	Corporate Planning and Performance
Reports to	Corporate Planning and Performance Manager
Location	Rhyl / Hybrid

Overall Job Purpose

Support the Service's corporate planning framework by developing and maintaining systems for performance monitoring and improvement, including benchmarking against other Fire and Rescue Services.

Provide research, analysis, and quality assurance of data to ensure accuracy and integrity, while coaching team members.

Present clear, actionable performance reports to senior management and contribute to the development of systems that enhance compatibility and service delivery.

Principal Duties and Responsibilities

1. Develop and implement systems to monitor, report, and improve performance.
2. Represent the organisation as a performance data expert, using qualitative and quantitative insights to inform planning and support strategic goals.
3. Assist with development and writing of the Authority's long-term Corporate Plan and Annual Performance Assessment (APA).
4. Co-ordinate and quality-check data requests, ensuring timely delivery and consistency in data and design.

5. Supervise, coach and support team members as required, managing workload to meet deadlines.
6. Conduct comparative analysis with other Fire and Rescue Services and public bodies to inform performance and planning.
7. Produce clear, timely performance reports, communicate key issues to managers, and capture them for the APA.
8. Ensure data quality by applying schema guidance, maintaining standards, and promoting a strong data culture.
9. Use tools such as Excel, PowerBI, and SQL to extract and present data, including geospatial information.
10. Liaise with external bodies, including Welsh Government, to resolve data queries and ensure national dataset integrity.
11. Apply statistical and data science techniques to support planning and decision-making.
12. Support the Project Management Office (PMO) with data design, collection, and analysis for project performance and benefits.
13. Help analyse qualitative data, support consultations, interpret findings, and report quality outcomes.
14. Contribute to policy and procedure development as needed.
15. Work with the Data Protection Officer to ensure GDPR compliance and manage data use risks.

Supervisory Responsibility

Corporate Planning and Performance Data Analyst

Financial Responsibility

None

Contacts Outside Own Section

- Other departments of NWFRS
- Local authorities
- Other fire and rescue services/authorities
- Other emergency services
- Welsh Government
- Ministry of Housing, Communities and Local Government

Language Requirements

Level 2 (to be achieved within probation period) – Requires that you can;

Understand the gist of conversations in work. Respond to simple job-related requests and requests for factual information. Ask simple questions and understand simple responses. Express opinions in a limited way as long as the topic is familiar. Understand instructions when simple language is used.

Employment Checks / Specific Requirements

Standard DBS

Mandatory Training

North Wales Fire and Rescue Service Staff Mandatory Training

Other

Safeguarding is the responsibility of all staff, and everyone is expected to be vigilant and proactive in ensuring the safety and well-being of others.

Person Specification

Qualifications Knowledge & Experience

Essential

The qualities without which a post holder could not be appointed

Degree or relevant professional qualification, or equivalent experience.

Knowledge of statistical and performance reporting techniques to improve organisational outcomes.

Understanding of information needs and how systems and technology enhance efficiency

Experience using data visualisation tools for analysis and reporting.

Knowledge of research methods and their strengths and limitations.

Desirable

Extra qualities which can be used to choose between candidates who meet all the essential criteria

Understanding of consultation methods.

Knowledge of legislation on handling sensitive and personal data.

Skills

Essential

The qualities without which a post holder could not be appointed

Proficient in IT tools, including Excel (Power Query) and PowerBI.

Knowledge of relational databases and data extraction, transformation and loading (ETL processes).

Skilled in researching, analysing, and interpreting qualitative and quantitative data to support decisions.

Strong time management and organisational skills.

Able to work flexibly and remotely as required.

Excellent communication and presentation skills across all organisational levels.

Valid full UK driving licence and willingness to travel.

Creative and practical problem-solving skills.

Ability to assess interventions and interpret research findings.

Skilled in transforming diverse data into actionable insights, identifying trends and anomalies.

Proactive and able to work independently.

Strong relationship-building and stakeholder engagement skills.

Desirable

Extra qualities which can be used to choose between candidates who meet all the essential criteria

Ability to write SQL queries

Skilled in SQL Server Management Studio and geo-mapping tools.

Able to explain complex information clearly to non-technical audiences.

Strong listening skills and an empathetic approach to stakeholder needs.

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 2 and the required skills are set out below.

Skill Area	Welsh Language Standards Requirements
Speaking / Listening	<ul style="list-style-type: none">• Able to understand the gist of conversations in work.• Able to respond to simple job-related requests and requests for factual information.• Able to ask simple questions and understand simple responses.• Able to express opinions in a limited way as long as the topic is familiar.• Able to understand instructions when simple language is used.
Reading	<ul style="list-style-type: none">• Able to understand factual, routine information and the gist of non-routine information on familiar matters related to own job area e.g. in standard letters, leaflets

A short Welsh assessment will be undertaken at the start of employment and applicants who don't already speak Welsh to level 2 will have 12 months from appointment to the role to attain this.

We recognise that learning a language takes time and commitment and this requirement is in addition to learning a new role and the successful candidate will be supported to achieve the required level.



Recruitment Timeline

Recruitment Activity	Date
Closing date:	Noon 27th April 2026

How to Apply

To apply for this post, all candidates must complete our application form to be considered. The application form can be found on the [Current Vacancies](#) page of our website and completed forms should be submitted by email to recruitment@northwalesfire.gov.wales

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 this information pack so you understand the essential qualifications, skills and attributes for the role. 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.

If you have any issues accessing or completing the application form, please contact the Recruitment team: recruitment@northwalesfire.gov.wales or call 01745 535 281

Further information

If you have any questions regarding this role or would like an informal chat before applying please call Jonathan Blyde, Corporate Planning and Performance Manager on 01745 352751

We are an equal opportunity employer and welcome applications from all sections of the community. We are committed to equality of opportunity for all staff and applications from individuals are encouraged regardless of age, disability, sex, 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 we will respond equally to both and will reply in your language of choice without delay. Applications submitted in Welsh will be treated no less favourably than an application submitted in English.