



# Post Specification

Area  
Manager

Fire and Rescue  
Service

Date	Aug 2025
Post Title	Area Manager B

To be read in conjunction with the job family role profile

## Purpose of this post

The Area Manager will lead the development and delivery of the Service's strategic priorities in their functional area, inspiring and motivating teams across the organisation to achieve high performance and continuous improvement.

The postholder will also provide operational cover as part of the Strategic Managers rota, responding to incidents as required and undertaking the appropriate command role within the incident command system to ensure effective incident resolution.

## Key Accountabilities and Role Map

1. Lead and manage the delivery of an emergency service within the incident command system and provide strategic leadership and support at incidents and events that present a significant risk to the community to ensure their effective management.
2. Manage resources effectively to ensure service are delivered for the communities of Cumbria efficiently.
3. Manage performance to ensure teams and individuals contribute to the delivery of Corporate and service plans, for example CRMP.
4. Analyse, evaluate and communicate information to support decision making and facilitate the assessment of the effectiveness and quality of service provision.
5. Demonstrate a commitment to Equality, Diversity and Inclusion at a strategic level to deliver an outstanding culture.
6. Provide regular reports and updates to the authority and senior leaders on their functional areas, highlighting key successes, challenges and risks.
7. Represent the Service at local, corporate and national level as required

## Our Code of Ethics



Putting our  
communities  
first



Dignity  
& Respect



EDI



Integrity



Leadership

**Area Manager Role map**

- EFSM2 Lead, monitor and support people to resolve operational incidents
- EFSM5 Plan the implementation of organisational strategy to meet objectives
- EFSM6 Implement organisational strategy
- EFSM8 Lead organisational strategy through effective decision making
- EFSM9 Implement and manage change in organisational activities
- EFSM11 Determine the effective use of physical and financial resources
- EFSM13 Select required personnel
- EFSM14 Manage the performance of teams and individuals to achieve objectives
- EFSM15 Develop teams and individuals to enhance work-based performance
- EFSM16 Manage yourself to achieve work objectives
- EFSM20 Exchange information to ensure effective service delivery

Optional

- EFSM17 Advise on development and implementation of quality policies
- EFSM18 Implement quality assurance systems
- EFSM19 Monitor compliance with quality systems
- EFSM22 Develop information systems to support service delivery objectives
- EFSM23 Agree project plan to meet specified objectives
- EFSM25 Manage project to meet objectives

**Please note annual targets will be discussed during the appraisal process**

**Key facts and figures of the post**

<b>Budget Responsibilities</b>	<ul style="list-style-type: none"> <li>• Effectively manage budgets to address financial challenges, ensure responsible use of resources, and identify opportunities for efficiencies and cost savings in line with Cumbria Fire and Rescue Service priorities.</li> </ul>
<b>Staff Management Responsibilities</b>	<ul style="list-style-type: none"> <li>• Lead and manage teams and individuals, including applying relevant policies and procedures as required. Provide leadership, mentorship, training, support, and guidance for staff, promoting continuous improvement.</li> <li>• Implement and preside over disciplinary, grievance, absence and other employee matters commensurate with the role.</li> <li>• Support the recruitment of staff to support diverse, high performing, inclusive teams.</li> </ul>
<b>Data Responsibilities</b>	<ul style="list-style-type: none"> <li>• Overseeing the effective use of data to inform strategic decision-making, drive continuous improvement, and ensure compliance with national reporting and local accountability requirements</li> </ul>
<b>Other</b>	<ul style="list-style-type: none"> <li>• Support the achievement of Cumbria Fire and Rescue Service objectives by leading and delivering work that aligns with strategic priorities, enhances service performance, and contributes to community safety and resilience.</li> </ul>

## Essential Criteria - Qualifications, knowledge, experience and expertise

<b>Experience</b>	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Hold the post of at least competent Group Manager</li> <li>• Proven experience in leading, supporting, and monitoring staff in the resolution of operational incidents, including acting as Incident Commander at large-scale and complex emergencies, multi-agency working and operating using the JESIP principles.</li> <li>• ICL level 3**</li> <li>• Demonstrated commitment to continuous personal and professional development at a strategic leadership level.</li> <li>• Demonstrate a commitment to providing a resilient service to the communities of Cumbria</li> <li>• Educated to degree level in a relevant subject matter or equivalent working experience.</li> <li>• Extensive experience in managing team and individual performance, with the ability to set clear objectives, monitor progress, drive improvement and manage change.</li> <li>• Demonstrated experience in managing projects from initiation through to successful completion, ensuring delivery on time and within scope.</li> <li>• Proven ability to work collaboratively as part of a team, fostering and maintaining strong and effective working relationships across a range of stakeholders at strategic level.</li> <li>• A track record of actively contributing to and promoting equality, diversity, and inclusion within the workplace and the wider community, contributing to a positive culture.</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• ICL level 4</li> <li>• M.A.G.I.C</li> <li>• Completed ELP</li> </ul> <p><i>**Candidates who do not hold a ICL level 4 will be expected to complete a technical command assessment prior to interview.</i></p>
<b>Knowledge/ Understanding</b>	<ul style="list-style-type: none"> <li>• An understanding of the political, economic, legal and environmental context in which Cumbria Fire &amp; Rescue Service operates within.</li> <li>• NEBOSH Qualification.</li> <li>• Working knowledge of specific legislation applicable to the Fire &amp; Rescue Service in relation to fire safety and Fire &amp; Rescue Service operations</li> <li>• Possess an up to date knowledge of current Fire and Rescue Service developments applicable to this level of role</li> <li>• A clear understanding of the equality and diversity agenda and how it relates to the Fire &amp; Rescue Service.</li> <li>• Knowledge of disciplinary, grievance and performance management</li> </ul>

<b>Key Skills and Behaviours</b>	<ul style="list-style-type: none"> <li>• Committed to quality in public service, able to take forward the Fire Service Reform programme and develop the Service.</li> <li>• Ability to think strategically and apply analytical reasoning to complex problems.</li> <li>• Ability to develop working relationships as part of the Service Leadership Team and with other colleagues/members.</li> <li>• Well-developed communication skills, able to articulate complex issues to a wide range of audiences.</li> <li>• Excellent presentational and communication skills, both written and oral, with the ability to produce complex written reports.</li> <li>• Demonstrates and supports fair and ethical behaviours, showing commitment to Fire Service Core Code of Ethics</li> <li>• Good numeracy skills, able to present and interpret numbers-based information.</li> <li>• Ability to manage the performance of diverse teams and individuals, setting and monitoring objectives.</li> <li>• Personal integrity and authenticity, able to demonstrate high personal standards in dealing with people and financial matters.</li> <li>• Team player, able to build and maintain good working relationships and contribute positively to the Service Strategic Leadership Team.</li> <li>• Able to develop self, teams and individuals to enhance work-based performance.</li> </ul>
<b>Other</b>	<ul style="list-style-type: none"> <li>• Ability to travel throughout Cumbria and beyond including overnight stays where necessary.</li> <li>• Full UK Driving Licence</li> <li>• Achieve Fitness Standard</li> <li>• Respond to Penrith HQ within 90 minutes when on cover duty.</li> </ul>
<b>Disclosure and Barring Service – DBS Checks</b>	
<ul style="list-style-type: none"> <li>• This post requires a DBS check.</li> <li>• The level of check required is: <ul style="list-style-type: none"> <li>○ DBS Standard</li> </ul> </li> </ul>	

## National Fire Chiefs Council Code of Ethics

A national core code of ethics for Fire and Rescue Services in England has been developed in partnership with the National Fire Chiefs Council, Local Government Association, and the Associations of Police and Crime Commissioners to support a consistent approach to ethic, including behaviours. This outlines our behavioural framework, values, and cultural approaches and is at the heart of everything we do.

For further information please visit <https://www.ukfrs.com/core-code-ethics>

The Core Code sets out five ethical principles, based on the Seven Principles of Public Life, which alongside the accompanying guidance provides a basis for promoting good behaviour and challenging inappropriate behaviour.

- **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** - 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.

