

Post Title: Area Manager B	Director/Service/Sector: NFRS		Office Use
Grade/Role: Area Manager B	Workplace: As directed by CFO		JE ref:
Responsible to: Principal Officer	Date: November 2025	Manager Level:	HRMS ref:
Job Purpose: To Make Northumberland Safer To save life, reduce risk, provide humanitarian services and to protect the environment in the most competent manner. This post is responsible for ensuring that the Fire Authority and the Service can efficiently and effectively discharges all its statutory duties and other requirements as well as supporting Principal Officers with innovation and the delivery of the Community Risk Management Plan. This relates to creating and supporting the strategic direction on business, risk management, performance, financial management, organisational policy development, communications, innovation, collaborative working and championing the Service's values and behaviours. The Post Holder is required to perform operational incident command at Strategic Command Level 4 as part of the Principal Officer Rota; assume Gold Strategic Command in the absence of a Principal Officer and, outside the PO Rota, to be continuously available to the Authority and Service for appropriate duties as may be necessary.			
Duties and key result areas: In addition to the general qualities required of an Area Manager, the post holder is subject to the Fire and Rescue Service Area Manager Role Map. You will be expected to evidence that you are competent when judged against this role map and maintain that competence through continuing professional development. • EFSM1: provide strategic advice and support to resolve operational incidents • EFSM2: lead, monitor and support people to resolve operational incidents • EFSM4: plan organisational strategy to meet agreed aims and objectives • EFSM5: plan implementation of organisational strategy to meet objectives • EFSM6: implement organisational strategy • EFSM7: evaluate organisational performance against agreed measures • EFSM8: lead organisational strategy through effective decision making • EFSM9: implement and manage change in organisational activities • EFSM11: determine 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 • EFSM17: advise on development and implementation of quality policies • EFSM18: implement quality assurance systems • EFSM19: monitor compliance with quality systems • EFSM20: exchange information to ensure effective service delivery			

- EFSM22: develop information systems to support service delivery objectives
- EFSM23: agree project plans to meet specific objectives
- EFSM25: manage projects to meet objectives

Diversity And Equality

- To champion a sustainable improvement in equality practice at a corporate and departmental level
- To ensure a clear understanding, commitment to and responsibility for diversity and equality as detailed in the Service's Strategic Plan and Diversity and Equality Policy
- To ensure the positive promotion of diversity and equality throughout the Fire and Rescue
- To be responsible for managing diversity and equality policies through leadership and a positive attitude to secure continuous improvement in organisational culture

Environmental Strategy

- To demonstrate an understanding and commitment to the Service's Environment Strategy in relation to the environment and carbon reduction policies

Display and Embed Service Values

- People First
- Excellence
- Respect
- Resilience

Commit to Northumberland County Council Corporate Plan Priorities

- Achieving Value for Money – operating efficiently and effectively
- Tackling Inequalities – Supporting everyone to live their best life
- Driving Economic Growth – Enabling prosperity across the county

The duties and responsibilities highlighted in this Job Description are indicative and may vary over time. Post holders are expected to undertake other duties and responsibilities relevant to the nature, level and extent of the post and the grade has been established on this basis.

Work Arrangements

Transport requirements:

Working patterns:

Working conditions:

A vehicle will be provided for continuous duty

Continuous Duty Rota including primary cover a minimum of one week in every four. Requirement to reside within 60 minutes travel time of Morpeth centre.

Gold Book Terms & Conditions.

PERSON SPECIFICATION

Appendix 2

Post Title: Area Manager		Director/Service/Sector: NFRS		Ref:
Essential		Desirable		Assess by
Knowledge and Qualifications				
- Evidence of individual personal and professional development at senior officer level. - Knowledge of Health and Safety at work legislation and its application to the Fire and Rescue Service. - Possess an up-to-date knowledge of current fire and rescue service developments, including the national Fire Reform agenda. - A clear understanding of the equality and diversity agenda and how it relates to the Fire & Rescue Service - Ability to provide Strategic Operational Command Level 4 - Ability to demonstrate competence at Strategic Gold Command		- Evidence of a strategic leadership development programme - Educated to degree level or equivalent, in a relevant subject matter - Level 7 in Leadership and Management, Executive Leadership Programme or relevant degree - Level 4 Incident Command Qualification - MAGIC Qualification		
Experience				
- Hold a competent post of competent Group Manager - Proven relevant experience at managing operational incidents in a Local Fire Authority context at Incident Command Level 3 - Experience of contingency and emergency planning - Experience of strategic planning and developing strategic documents - Experience of managing the performance of teams and individuals, setting and monitoring objectives - Successful experience of leading and driving performance improvement - Successful track record of driving and managing change - Experience of managing projects from start to completion - Experience of working successfully as part of a team, building, and maintaining effective working relationships - Experience of making a positive contribution to the equalities agenda		Able to demonstrate a successful track record of achievement across a broad range of Fire and Rescue Service functions.		
Skills, Behaviours and Competencies				
- Self-motivated, able to work on own initiative - Committed to quality in public service, able to take forward the Fire Service Reform programme and develop the Service - Good interpersonal skills, sensitive to the needs and aspirations of others		Ability to manage projects using structured project management techniques		

• Well-developed communication skills, able to articulate complex issues to a wide range of audiences • High level literacy skills to produce complex written reports • Good numeracy skills, able to present and interpret numbers-based information • Ability to manage the performance of diverse teams and individuals, setting and monitoring objectives • Strong commitment to learning and development to improve organisational effectiveness • Understanding of the local, regional, and national issues facing the FRS • Personal integrity and authenticity, able to demonstrate high personal standards in dealing with people and financial matters • Team player, able to build and maintain good working relationships and contribute positively to the Service Leadership Team. • Ability to understand differing team cultures and promote a positive work environment by upholding the organisational core values, championing equality, diversity and inclusion and employee health, safety, and wellbeing		
Physical, Mental and Emotional Demands		
• To work on the continuous duty rota and be primary call for a full week in every four. • Attend residential and none-residential training courses consistent with role. • Represent Northumberland Fire and Rescue Service both in and out of normal working hours at functions as required. • Take on additional specialist roles.		
Other		
• Hold a current driving licence. • Emergency response driving experience • Ability to travel throughout Northumberland and beyond including overnight stays where necessary • Baseline Personnel Security Standard and Non-Police Personnel Vetting at Level 3 and National Security Vetting at SC level		