

Area Manager

Job Title:	Area Manager	Date:	Feb 2025
Reporting Line:	As per structure	Salary:	Area Manager
Team:	As per structure	Business Area:	Various

JOB PURPOSE

Area Manager has a significant leadership role in leading the delivery of our cultural vision within the Service. Area Managers are accountable for key functions within the organisation in line with the NFCC Leadership Framework.

Area Managers are politically aware and able to engage with a wide range of partners. They are accountable for delivering against the priorities set out in the Fire Plan, developing and implementing departmental strategies, and Annual Delivery Plans. This includes leading the planning of strategic objectives within their areas of the Service. As part of our service leadership team, Area Managers will form part of the Service's operational and managerial strategic capability; and must have excellent communication skills as a crucial part of the role.

They will oversee and be accountable for the functioning, performance, improvement and implementation of work across their directorates working with a range of key stake holders within the Service, the community and partner organisations. A key aspect of an Area Manager's leadership is a focus on people. Leading the Service, you will role model our core values, providing guidance and support to all colleagues to drive a positive culture and foster an inclusive work environment where everyone feels valued and empowered to contribute to the organisation's success.

Area Managers will maintain a strong focus on health, safety, and wellbeing; fostering a culture of safety and continual improvement for the Service and the Communities of Greater Manchester. All Area Managers are accountable for ensuring the safety and welfare of all staff, maintaining our premises to the highest standards, and have strategic oversight of all activities to comply with health and safety regulations. Area Managers are also expected to maintain personal fitness in line with service standards.

KEY RELATIONSHIPS

- Service Leadership Team
- Departmental Management Team/s
- Staff Networks
- Trade Unions and Representative Bodies
- Local Authorities and other external partners including:
 - GM Combined Authority
 - NHS Greater Manchester
 - Greater Manchester Police
 - National Fire Chiefs Council (NFCC)

- Central Government departments
- North West Fire and Rescue Services

KEY RESPONSIBILITIES

Leadership & Management

- Lead and manage functional area/s of responsibility to deliver activities in line with strategic plans and priorities, performance objectives and expectations and organisational values including the NFCC Core Code of Ethics. (EFSM 6,13,14,15)
- Lead, coach and mentor individuals and teams to actively supporting their professional development and performance in line with national competency frameworks and recognising the departments contributions to the successful running of the wider GMFRS team. (EFSM 5,13,14,15,2)
- Lead and manage departmental managers (including coaching and mentoring) and communicate organisational updates and embed service excellence. (EFSM 5, 6, 13,14,15)
- Create and champion a positive organisational culture and actively promote and embed equality, diversity and inclusion within departments and services including challenging inappropriate behaviour. Model the Service's values and behaviours, promoting a culture which embraces collaboration, inclusivity, high performance, innovation and wellbeing. (EFSM 9, 14, 15,16)

Performance Management & Continuous Improvement

- Hold accountability for business continuity, performance management, quality assurance and reporting within the Service and use performance data to identify improvements. (EFSM 9,11, 14, 16, 18, 19)
- Supporting the Service vision, strategic priorities and values and act as an ambassador of the Service. Be accountable for the performance and achievement of the service's strategic priorities through the effective leadership of departments and continuous self-development. (EFSM 6, 8, 9, 14, 16)
- Monitor performance, acting as a strategic enabler to identify and remove barriers to effective performance. (EFSM 14, 21)
- Be an exemplar of personal development and excellence within the Service, committing to the learning organisation by identifying and sharing personal learning; and encourage and support others to do the same. (EFSM 21, 15)
- Support continuous improvement initiatives; provide strategic leadership and sponsorship for key projects in pursuit of excellence and efficient service delivery. (EFSM 14, 15, 23, 25)

Service Delivery & Partnership Working

- Be accountable for the delivery of work to discharge the authorities' statutory responsibilities in accordance with the relevant legislation, national guidance, organisational policies, procedures and exercising professional judgement. (EFSM 20, 16)
- Lead the development and maintenance of strong relationships with key partners and stakeholders to build joint work and promote the Services objectives and interests. (EFSM 20)
- Be accountable for the monitoring, review and improvement of GMFRS strategies, policies and procedures, guidance and training relating within the functional area of responsibility and ensure consistent application. (EFSM 20)
- Actively work with colleagues to promote GMFRS services with partners and in communities. (EFSM 20, 21).

General management responsibilities

- To be a key member of the Service Leadership Team and lead any appropriate management group as directed and oversee the formulation, development and implementation of Service policy. Oversee and be accountable for multiple workstreams of activity using project management principles to ensure effective delivery of new ways of working. (EFSM 4, 16, 17)
- To be accountable for ensuring that effective communications are maintained, and that appropriate information is cascaded to all personnel and sections. Proactively lead on the continuous improvement of systems and processes to ensure procedures, policies and guidance are updated in line with legislative and social changes and lead on improvements within departmental area/s of responsibility. (EFSM 14, 15, 22)
- Proactively support organisational initiatives to continually improve the service including supporting attraction, recruitment, training and retention work where required. (EFSM 13)
- Carry out activities in accordance with organisational policies including investigations and hearings under the relevant people management policies and investigate and respond to external complaints. (EFSM 14, 21)
- Ensure that all investigations and hearings are undertaken in accordance with legal and procedural requirements including internal guidance and service standards. (EFSM 20)
- Be accountable for overseeing the response to Freedom of Information Act requests in relation to functional area of responsibility. (EFSM 20)
- Work closely with strategic partners in Greater Manchester and beyond, including other blue light services and FRs to share learning, develop and collaborate to support continuous improvement. (EFSM 20)
- Be accountable for the preparation of reports and presentations to partner organisations, Elected Members and the Combined Authority. (EFSM 20, 21)

- Contract management and procurement of training provisions, systems and other relevant services. (EFSM 16, 22)
- Continue to develop and maintain core competence, skills and knowledge via continuous professional development. (EFSM 16)
- Provide positive challenge to colleagues across the organisation in considering how things can be done better and more effectively (EFSM 15)
- Responsible for management of physical and financial resources. (EFSM 11)

Operational Responsibilities

- Lead, monitor and support people to resolve operational incidents; this includes the provision of specialist advice at a tactical and strategic level and for those conditioned to the Flexible Duty System undertaking Incident Command roles. (EFSM 2, 3)
- Undertake relevant training courses and act as a tactical subject matter specialist as required by organisational needs. (EFSM 2, 3)

Working arrangements

- Take effective steps to maintain your personal health, wellbeing and fitness for work and, if necessary seek support or assistance to do so. (EFSM 16)
- Ability to travel across the Service area when required, within a reasonable time to meet the role demands. (EFSM 16)
- Undertake the requirement to provide support outside of normal business hours; this includes occasional evening and weekend working in addition to providing support through either the Flexi-Duty System or flexible working arrangements. (EFSM 2, 16)
- Area Managers conditioned to the Continuous Duty System are required to provide a base within Greater Manchester or respond within designated response times, as stated in the relevant policy. (EFSM 16)
- Requirement to attend residential training course and conferences. (EFSM 16)
- To undertake any other duties commensurate with the level of responsibility as may be occasionally required by the Chief Fire Officer. (EFSM 10)

Health and Safety

- Oversee and ensure all activities, equipment, and premises comply with health and safety regulations and standards to ensure compliance. (EFSM 10, 16, 21)
- Ensure regular risk assessments are reviewed, with implemented measures to mitigate identified risks, ensuring a safe working environment. (EFSM 10, 16, 21)
- Ensure health and safety is integral to the planning and delivery of station delivered on and off-site training. (EFSM 10, 16, 21)

- Comply with all requirements in the Health & Safety Policy, procedures and guidance documents. (EFSM 10, 16, 21)
- Actively manage and implement the requirements outlined in the Station standards Framework in relation to health and safety. (EFSM 10, 16, 21)
- Promote Wellbeing: Foster a culture of health, safety, and wellbeing, encouraging proactive measures and continuous improvement in safety practices. (EFSM 10, 16, 21)

NB: This list of duties and responsibilities is by no means exhaustive, and the post holder may be required to undertake other relevant and appropriate duties as required.

KNOWLEDGE, SKILLS AND EXPERIENCE

Leadership Behaviours

Area Managers are required to demonstrate and act in accordance with the Leadership Behaviours set out in the NFCC Leadership Framework at 'Leading the Function' in relation to:

- Personal Impact
- Outstanding Leadership
- Organisational Effectiveness
- Service Delivery

Knowledge & Experience

- Detailed knowledge of the legislative framework for Fire and Rescue Services including the statutory obligations associated with GMFRS functions
- Demonstrable experience of team leadership and management to deliver excellent services and continuous improvement
- Extensive, highly developed specialist knowledge in relevant functional area of responsibility
- Demonstrable experience of relationship building in a dynamic and challenging environment to deliver tangible outcomes
- Experience in engaging with key stakeholders, gaining credibility and establishing effective working relationships both internally and externally.
- Experience and knowledge of change management principles, methodologies and tools
- Track record of developing, implementing & identifying continuous improvement to improve outcomes

Essential Qualifications

- L7 Management or leadership qualification (may be obtained in role).
- MAGIC qualification (may be obtained in role)
- ICL3 Advanced Incident Command qualification
- ICL4 Strategic Incident Command qualification (may be obtained in role)

Desirable (at application stage)

- Membership of a relevant professional body
- Fire Safety Qualifications
- IFE Qualifications

- Other functional officer role Qualifications
- Completion of Media Skills Training
- Additional operational skills (CBRNe etc).

Corporate Duties

To promote the Service's policy of equality, diversity and inclusion, both within the Service and external in order to demonstrate commitment to anti discriminatory practice in all the Service activities.

To practice and promote the health and safety policies of the Service to ensure the development and progression of health and safety within the sphere of responsibility of the post and the health and safety of all employees and service recipients.

Safeguard at all times confidentiality of information relating to staff and pensioners.

Refrain from smoking in any areas of Service premises.

Behave in a manner that ensures the security of property and resources.

Abide by all relevant Service Policies and Procedures.

Records Management/ Data Protection - As an employee of the GMCA, you have a legal responsibility for all records (including employee health, financial, personal and administrative) that you gather or use as part of your work with the Service. The records may be paper, electronic, audio or videotapes. You must consult your manager if you have any doubt as to the correct management of the records with which you work.

Confidentiality and Information Security - As a GMCA employee you are required to uphold the confidentiality of all records held by the GMCA, whether employee records or GMCA information. This duty lasts indefinitely and will continue after you leave the GMCA employment. All employees must maintain confidentiality and abide by the Data Protection Act.

Data Quality - All staff are personally responsible for the quality of data entered by themselves, or on their behalf, on GMCAs computerised systems or manual records (paper records) and must ensure that such data is entered accurately and, in a timely manner, to ensure high standards of data quality in accordance with Departmental protocols.

To ensure data is handled in a secure manner protecting the confidentiality of any personal data held in meeting the requirements of the Data Protection Act.

Health and Safety - All employees of GMCA have a statutory duty of care for their own personal safety and that of others who may be affected by their acts or omissions. Employees are required to co-operate with management to enable GMCA to meet its own legal duties and to report any circumstances that may compromise the health, safety and welfare of those affected by the Service's undertakings.

Service Policies - All GMCA employees must observe and adhere to the provisions outlined in these policies.

Equal Opportunities - GMCA provides a range of services and employment opportunities for a diverse population. As a GMCA employee you are expected to treat all

employees / partners / members of the public and work colleagues with dignity and respect irrespective of their background