

HUMBERSIDE FIRE AND RESCUE SERVICE

JOB DESCRIPTION

(Support Services Role)

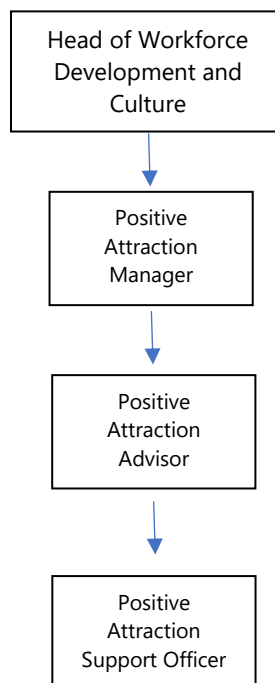
POST TITLE Positive Attraction Advisor	POST NO.
SECTION/DIVISION/LOCATION Workforce Development and Culture	POST GRADE Grade 8
OVERALL PURPOSE OF THE JOB The Positive Attraction Advisor will provide dedicated support to the development and delivery of attraction, outreach and employer brand activities which promote Humberside Fire and Rescue Service as a diverse, inclusive and high-performing organisation. Working under the direction of the Positive Attraction Manager, the postholder will help deliver targeted attraction initiatives, strengthen relationships with community partners, support outreach events, and contribute to candidate engagement activities which improve awareness of fire and rescue careers and broaden participation across all staff groups. The role is key to ensuring that attraction approaches are accessible, values-driven and aligned with HFRS workforce development priorities.	
<u>KEY ACTIVITY AREAS/MAIN DUTIES</u> <u>Key Responsibilities</u> 1. Support the Positive Attraction Manager in delivering the Service's Positive Attraction Strategy and related outreach plans. 2. Assist in organising, coordinating and supporting community events, careers fairs, school/college visits, engagement sessions and positive action activities. 3. Help prepare and deliver awareness days, taster sessions and candidate engagement activities across Full-time, On-Call, Support and volunteer recruitment. 4. Assist in managing and developing the Rookie Red programme and developing opportunities for wider involvement. 5. Contribute to the creation of employer brand materials, digital content and campaign resources which positively showcase the Service. 6. Maintain relationships with local partners, including schools, colleges, universities, community groups and job centres—under direction from the Positive Attraction Manager. 7. Serve as a point of contact for community enquiries relating to careers, outreach or attraction activities. 8. Support operational staff and station teams with local attraction initiatives, providing guidance, materials and information as needed. 9. Help gather data and feedback from events, campaigns and outreach activity, contributing to reports and supporting ongoing evaluation and improvement.	

10. Maintain accurate records of engagement activity, event attendance, partner interactions and attraction-related outcomes.
11. Promote the Service's Core Code of Ethics and Equality, Diversity and Inclusion (EDI) commitments in all outreach, communication and engagement activities.
12. Provide general administrative, communication and coordination support to the Positive Attraction Manager and wider Workforce Development & Culture team.

NOTES:

1. The post holder may be required to perform other duties that reasonably correspond to the general character of the post and are commensurate with its level of responsibility.
2. The post holder is required to comply with relevant legislation and policies and procedures of Humberside Fire Authority in the performance of his/her duties. Examples include acting in compliance with the provisions of equal opportunities, data protection and health and safety legislation, policies and procedures so far as they relate to the post and the post holder.

POSITION IN ORGANISATION



JOB REQUIREMENTS: Knowledge and Skills

The post-holder will require:

Knowledge

- Understanding of attraction, outreach, marketing or community engagement principles.
- Awareness of Equality, Diversity & Inclusion legislation and its relevance to attraction and representation.
- Familiarity with the fire and rescue sector (or willingness to develop this knowledge).
- Basic understanding of recruitment processes and candidate experience.
- Knowledge of local community groups, education providers or outreach networks (desirable).

Skills

- Strong communication skills, including the ability to engage confidently with members of the public, students and community partners.
- Good organisational ability, including planning and coordinating events or activities.
- Ability to build rapport and maintain positive relationships with diverse stakeholders.
- Competent digital skills to support campaign delivery and produce simple promotional content.
- Ability to gather, record and summarise data, feedback and outreach outcomes.
- Teamworking skills with the ability to work independently when required.
- Creativity and initiative to contribute ideas to campaigns, events and engagement activities.

Qualifications

- Ideally hold a Level 3 qualification in Marketing, Digital Studies, Communications, Media, Human Resource Management or Business Administration, or equivalent experience.

Creativity and Innovation

The postholder will be expected to:

- Suggest new ideas to improve community engagement and broaden representation.
- Support the creation of attractive promotional materials and social media content.
- Contribute to creative event design, including interactive sessions and positive action activities.
- Identify opportunities for innovative partnerships and outreach methods.
- Help test and pilot new attraction approaches before wider adoption.
- Contribute to the wider development of the Rookie Red programme.

Decision Making

- Make day-to-day decisions relating to event coordination, communication with stakeholders and delivery of planned attraction activities.
- Provide recommendations and observations to the Positive Attraction Manager based on community feedback or engagement trends.

Boundaries of Decision Making

- Works within established policies, frameworks and direction from the Positive Attraction Manager.
- Strategic decisions and significant changes to attraction priorities must be escalated.

Contacts and Relationships

Internal Contacts

- Positive Attraction Manager and Workforce Development & Culture team.
- Human Resources, EDI, Occupational Health and communications teams.
- Operational managers and station personnel supporting local attraction efforts.
- All staff engaged in outreach, recruitment or community work.

External Contacts

- Schools, colleges, universities and training providers.
- Community groups, voluntary organisations and local networks.
- Job centres, local authorities and partner agencies.
- Members of the public attending events or making attraction-related enquiries.

Responsibility for Resources

- Responsible for the proper use of engagement materials, promotional resources, outreach equipment and IT systems.
- May assist with event logistics, set-up, transport of materials and coordination tasks.

WORK ENVIRONMENT

Work Demands

- Managing multiple events, outreach sessions and support requests within agreed timeframes.
- Responding flexibly to emerging attraction needs or requests from stations and partners.
- Supporting both planned and reactive outreach activity.

Physical Demands

- Reasonable physical effort, including occasional movement of materials (e.g., banners, resources, equipment).
- Attendance at events requiring periods of standing or moving between engagement locations.

Working Conditions

- Hybrid office/community environment with regular travel across Service locations and external venues.
- Occasional evening or weekend work to support community events, recruitment sessions or outreach programmes.

Work Context

- Low exposure to physical risk when following safety procedures.
- Occasional emotionally sensitive interactions, particularly when supporting under-represented groups.
- Requirement to handle information discreetly and professionally.

Signature

Designation

Date

CONFIRMED BY:

RECEIVED BY:

PREPARED BY:

POSTHOLDER

Note: The contents of this job description will be subject to regular review and amendment over time to ensure they continue to accurately describe the job requirements.