

**HUMBERSIDE FIRE AND RESCUE SERVICE**

**POSITIVE ATTRACTION MANAGER**

**EMPLOYEE SPECIFICATION**

**Post Ref:**

Temporary  Established  Part-Time  Full-Time  Job Share

	<b>Essential</b>	<b>Desirable</b>	<b>How Measured</b>
Experience and Knowledge	<ul style="list-style-type: none"> <li>• Demonstrable experience in attraction, recruitment marketing, employer branding or workforce engagement roles.</li> <li>• Proven experience of planning and delivering attraction campaigns, outreach programmes or community engagement activities.</li> <li>• Practical knowledge of Equality, Diversity and Inclusion legislation, including the Equality Act 2010 and the Public Sector Equality Duty.</li> <li>• Experience of working with partner organisations such as education providers, community groups, local authorities or voluntary sector organisations.</li> <li>• Experience of collecting, analysing and using data to evaluate recruitment or engagement activity and inform improvement.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience within the fire sector, emergency services, public sector or a values-led organisation.</li> <li>• Experience of positive action initiatives and engagement with under-represented communities.</li> <li>• Experience of representing an organisation at regional or national forums.</li> </ul>	Application Form Interview References
Education Training Qualifications	<ul style="list-style-type: none"> <li>• Degree-level qualification (or equivalent experience) in Human Resource Management, Business or Change Management, Communications/Media, Marketing, or a related discipline.</li> </ul>	<ul style="list-style-type: none"> <li>• Relevant professional qualification (e.g. CIPD, ILM, marketing or communications qualification).</li> </ul>	Application Form Interview References Certificates

		<ul style="list-style-type: none"> <li>Evidence of continuous professional development in attraction, EDI, engagement or recruitment practice.</li> </ul>	
Special Knowledge	<ul style="list-style-type: none"> <li>Understanding of attraction strategy, employer branding, outreach methodologies and recruitment marketing approaches.</li> <li>Knowledge of community engagement techniques, particularly those supporting participation from under-represented groups.</li> <li>Understanding of data protection requirements and handling sensitive or confidential information.</li> </ul>	<ul style="list-style-type: none"> <li>Knowledge of fire sector workforce challenges, national recruitment campaigns or NFCC workforce and EDI guidance.</li> </ul>	Application Form Interview References
Skills and Attributes	<ul style="list-style-type: none"> <li>Excellent written and verbal communication skills, including public speaking, facilitation and presentation.</li> <li>Strong stakeholder engagement and partnership-building skills, with the ability to work effectively across operational, community and corporate environments.</li> <li>Campaign planning and delivery skills, including digital and multi-channel attraction approaches.</li> <li>Strong analytical skills with the ability to interpret data and produce clear reports and insights.</li> <li>Effective project and event management skills, managing multiple activities and deadlines simultaneously.</li> <li>High levels of emotional intelligence, cultural awareness and diplomacy.</li> <li>Ability to work autonomously, prioritise workload and adapt to changing demands.</li> </ul>	<ul style="list-style-type: none"> <li>Creative content development skills for marketing, outreach and employer brand materials.</li> </ul>	Application Form Interview References

Behavioural Criteria	<ul style="list-style-type: none"> <li>• Demonstrates commitment to equality, diversity, inclusion and organisational values.</li> <li>• Proactive, innovative and solutions-focused in approach to challenges.</li> <li>• Professional credibility and integrity when representing the Service internally and externally.</li> <li>• Resilient and adaptable, remaining effective in a fast-paced and changing environment.</li> <li>• Collaborative and supportive, building positive relationships across the organisation and community.</li> </ul>		
Working Arrangements	<ul style="list-style-type: none"> <li>• Ability to work flexibly, including occasional evenings and weekends, to support attraction and outreach activities.</li> <li>• Willingness and ability to travel to stations, community venues and partner organisations across the Service area.</li> <li>• Ability to work in an office and attend events requiring light physical activity (e.g. setting up engagement materials).</li> </ul>	<ul style="list-style-type: none"> <li>• Full UK driving licence.</li> </ul>	Application Form Interview