

## **HUMBERSIDE FIRE AND RESCUE SERVICE**

### **JOB DESCRIPTION**

#### **(Support Services Role)**

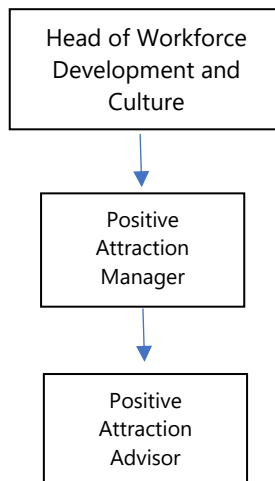
<b>POST TITLE</b> Positive Attraction Manager	<b>POST NO.</b> TBC
<b>SECTION/DIVISION/LOCATION</b> Workforce Development and Culture	<b>POST GRADE</b> Grade 10
<b>OVERALL PURPOSE OF THE JOB</b> <p>The Positive Attraction Manager will lead the development, coordination and delivery of targeted attraction, engagement and employer-brand activities designed to promote Humberside Fire and Rescue Service as an inclusive, values-led and community-focused organisation. The postholder will strengthen the Service's recruitment pipeline, enhance engagement with under-represented communities, and develop evidence-based attraction strategies that support workforce diversity, operational capacity and Service-wide strategic priorities.</p> <p>The role provides specialist expertise in attraction strategy, partnership development, outreach programmes and recruitment marketing, ensuring that the Service is recognised as an employer of choice across the region.</p> <p>The role will also lead attraction and outreach activity across a wider range of sectors, industries and community settings, ensuring the Service engages with diverse talent pools beyond traditional education and careers environments.</p>	
<b><u>KEY ACTIVITY AREAS/MAIN DUTIES</u></b> <b><u>Key Responsibilities</u></b> <ol style="list-style-type: none"><li>1. Develop and deliver the Service's Positive Attraction Strategy, aligning initiatives with workforce requirements, EDI commitments and organisational values.</li><li>2. Lead attraction campaigns across Full-time, On-Call, Support staff, apprenticeships and volunteer roles, ensuring messaging is accessible, engaging and evidence-based.</li><li>3. Manage the full Rookie Red &amp; Cadets programmes with regular reviews of the content delivered including exploring opportunities for greater participation.</li><li>4. Design and implement employer brand materials and recruitment marketing content to increase awareness of fire service careers and community opportunities.</li><li>5. Build and maintain strategic partnerships with schools, colleges, universities, community groups, job centres, local authorities, voluntary sector organisations and wider industry or sector partners to ensure a broad and sustainable attraction pipeline.</li></ol> <p>Lead and support community outreach activity, including careers fairs, open days, community events, positive action sessions and engagement roadshows.</p> <p>Lead attraction and engagement across a wide range of sectors, community networks, industry forums and non-traditional talent pools to maximise visibility and broaden participation.</p>	

- 6.
7. Plan and deliver awareness sessions, "Have-a-Go Days" and candidate support activities to improve understanding of the recruitment process and enhance candidate experience.
8. Provide expert advice to HR, EDI, Workforce Development and operational managers on attraction best practice, community engagement, and inclusive recruitment approaches.
9. Collect, analyse and report on attraction data, including application trends, demographic insights, engagement metrics and campaign performance.
10. Use data and feedback to evaluate the impact of attraction initiatives and identify areas for improvement, ensuring approaches remain modern, inclusive and aligned to sector best practice.
11. Represent the Service at regional and national attraction forums, sharing good practice and aligning approaches with NFCC and sector priorities.
12. Support station-based teams with local attraction activity, providing tools, resources and guidance to strengthen place-based recruitment.
13. Ensure all attraction activity aligns with EDI legislation, the Public Sector Equality Duty, organisational objectives and the Core Code of Ethics.

**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, employer brand, outreach and recruitment marketing methodologies.
- Knowledge of Equality, Diversity and Inclusion legislation, the Equality Act 2010 and the Public Sector Equality Duty.
- Awareness of fire sector workforce challenges, national recruitment campaigns, and NFCC workforce/EDI guidance.
- Understanding of community engagement approaches, particularly those supporting participation from under-represented groups.
- Knowledge of data analysis, performance metrics and insight reporting relevant to recruitment and engagement activity.
- Understanding of policy development and inclusive practice, ensuring that attraction approaches promote fairness and accessibility.

#### **Skills**

- Excellent communication skills including public speaking, presentation, facilitation and production of campaign materials.
- Strong stakeholder engagement and partnership-building ability, working effectively across operational and community settings.
- Campaign planning and delivery skills, including digital marketing and multi-channel attraction strategies.
- Analytical skills, interpreting recruitment and engagement data to inform improvement.
- Project and event management capability, managing multiple campaigns and outreach events simultaneously.
- Creative problem solving, identifying new approaches to broaden participation and strengthen recruitment pipelines.
- Emotional intelligence, cultural sensitivity and diplomacy, essential when working with diverse communities.
- Ability to work autonomously, manage competing demands and meet deadlines.

#### **Qualifications**

- Qualified to graduate level in either Human Resource Management, ILM, Business/Change Management, Communications/Media or Marketing.

## **Creativity and Innovation**

The postholder will be expected to:

- Identify new and creative ways to enhance community engagement and recruitment reach.
- Develop innovative digital and face-to-face attraction campaigns.
- Use data insights to shape new approaches to positive action and targeted engagement.
- Challenge existing practices to ensure accessibility, inclusivity and alignment with Service values.
- Create engaging resources, tools, and content for use across stations, community events and digital platforms.
- Pilot and evaluate new attraction initiatives before wider rollout.

## **Decision Making**

- Provide expert advice to leadership, HR, EDI and workforce teams on attraction strategy and best practice.
- Make decisions relating to campaign planning, outreach prioritisation and partnership development.
- Contribute to policy and procedure review, ensuring inclusive attraction principles are embedded.

## **Boundaries of Decision Making**

- Works within Service policy, strategic priorities and legal frameworks.
- Decisions with major organisational, financial or reputational impact are escalated to the Culture Improvement Manager or Head of Workforce Development and Culture.

## **Contacts and Relationships**

### **Internal Contacts**

- Senior Leadership Teams (CLT/SLT): Providing updates, recommendations and insight.
- HR, OD, EDI and Workforce Development Teams: Close collaboration on recruitment, EDI and cultural initiatives.
- Operational Managers and Station Teams: Supporting local attraction plans and outreach.
- All Employees: Building trust and promoting the Service as an inclusive employer.
- Communications Team to develop innovative ways to support recruitment branding and materials.

### **External Contacts**

- Schools, Colleges, Universities and Training Providers: Supporting career pathways and awareness building.
- Community Groups and Voluntary Organisations: Strengthening engagement and positive action efforts.
- Local Authorities, Job Centres and Regional Partners: Collaborating to promote fire service careers.
- Sector Networks (including NFCC): Sharing best practice and aligning strategies with national direction.
- Marketing and Media Partners: Supporting campaign development and brand promotion.

## **Responsibility for Resources**

- Proper care and use of IT equipment, digital tools, campaign materials and outreach resources.
- Occasional responsibility for logistics, equipment and materials used during events, workshops or engagement activities.

## **WORK ENVIRONMENT**

### **Work Demands**

- Managing multiple attraction campaigns, outreach events and reporting deadlines.
- Responding flexibly to emerging workforce needs or recruitment challenges.
- Balancing planned strategic work with responsive community engagement.

### **Physical Demands**

- Role carried out with normal physical effort.
- Occasional movement of materials (e.g., banners, engagement resources) for events.

### **Working Conditions**

- Office working environment, with frequent travel to community settings, stations and partner organisations.
- Occasional evening or weekend work to support community events, recruitment sessions or outreach programmes.

### **Work Context**

- Minimal personal risk when following organisational policies and safety protocols.
- Regular handling of sensitive or confidential information.
- Occasional emotionally sensitive conversations when supporting under-represented groups or candidate experiences.

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.