

HUMBERSIDE FIRE & RESCUE SERVICE

EMPLOYEE SPECIFICATION

Post Ref: Positive Attraction Advisor

Temporary ☐

Established ☒

Part-Time ☐

Full-Time ☒

Job Share ☐

	Essential	Desirable	How Measured
Experience	• Experience of supporting community engagement, outreach, recruitment, attraction, marketing or public-facing activities. • Experience of organising events, activities or projects involving multiple stakeholders. • Experience of working with a diverse range of customers, partners or community groups. • Experience of maintaining accurate records and producing reports or feedback summaries.	• Experience within the public sector, emergency services or community-based organisations. • Experience of supporting attraction, recruitment or positive action initiatives. • Experience of using social media or digital channels to engage audiences.	Application Form Interview References
Education Training Qualifications	• Level 3 qualification in Marketing, Digital Studies, Communications, Media, Human Resource Management or Business Administration, or equivalent experience. • Evidence of relevant continued professional development.	• Current professional membership of the Chartered Institute of Personnel and Development (CIPD)	Application Form Interview References Certificates
Special Knowledge	• Understanding of attraction, outreach, marketing or community engagement principles. • Awareness of Equality, Diversity and Inclusion legislation and its impact on attraction and representation. • Basic understanding of recruitment processes and candidate experience. • Knowledge of Microsoft Office applications and digital communication tools.	• Knowledge of the Fire and Rescue Service sector. • Knowledge of local community groups, education providers and outreach networks. • Understanding of positive action initiatives and employer branding.	Application Form Interview
Skills	• Excellent verbal and written communication skills.	• Experience of creating content, promotional materials or marketing campaigns. • Presentation or facilitation skills	Application Form Interview

	• Ability to engage confidently with members of the public, students and community partners. • Strong organisational and event coordination skills. • Ability to build and maintain productive working relationships with a diverse range of stakeholders. • Competent digital skills, including the ability to support campaigns and develop simple promotional content. • Ability to collect, analyse and present information and feedback. • Ability to work independently and as part of a team. • Demonstrates creativity, initiative and a proactive approach to problem solving.		
Working Arrangements	• Willingness and ability to travel throughout the Service area and attend external venues. • Flexibility to work occasional evenings and weekends to support community and recruitment events. • Ability to work in office, community and event environments. • Commitment to the Core Code of Ethics, Equality, Diversity and Inclusion, and maintaining confidentiality.		Interview