



**CAMBRIDGESHIRE  
FIRE & RESCUE SERVICE**

**MAKE A  
DIFFERENCE.**

**BE THE  
DIFFERENCE.**

**ASSISTANT DIRECTOR - PEOPLE**

**PREVENT  
PROTECT  
RESPOND**

# A message from our **Chief Fire Officer**



Thank you for considering a role with Cambridgeshire Fire and Rescue Service.

At CFRS, our purpose is simple and meaningful: to protect, prevent, and respond. Whether you're working on the frontline or in a professional support role, this shared mission connects every member of our team. It's what drives us to keep communities safe, reduce risk, and be there when it matters most.

Being part of CFRS, regardless of the role you play, is more than responding to emergencies. It's about making a difference every day, being part of something bigger and contributing to a Service that people trust and value.

We're proud of the culture we've built. In our most recent engagement survey, 88% of our people said they're proud to work for CFRS, and 84% agreed that everyone is welcome. Our teams describe the organisation as welcoming, supportive, and inclusive and we work hard to make that a reality, every day, for everyone.

People join CFRS for different reasons - whether it's a desire to help others, give back to the community, develop new skills, or be part of a close-knit team. Whatever your motivation, you'll find a place here where your contribution matters and where you're supported to grow and thrive.

If you share our commitment to protecting people, preventing harm, and responding with care and professionalism, we'd be proud to have you as part of our team.

**Matthew Warren**

A handwritten signature in black ink, appearing to read 'Matthew Warren', written over a light blue background.

**Chief Fire Officer**

# Our values

Being part of CFRS means joining a team that cares - about the work we do, the people we serve, and each other. Our Service Values of Welcoming, Respectful and Professional are not just words. They shape how we treat one another, how we serve our communities, and how we carry out our work each day.

We welcome difference, treat people with respect, and take pride in doing things properly. Whether you're responding to an emergency, delivering fire prevention advice, or supporting others behind the scenes, these values guide how we protect people, prevent harm, and respond when it matters most.

If our values connect with you and you're looking for a career where your contribution matters, you'll thrive in a role that's built on trust, respect, and purpose.



# What we do

At CFRS, our purpose is clear and powerful: to protect people, prevent harm and respond when we're needed most. It's more than a saying — it shapes everything we do.

- **Protect** – We work with our communities to identify and reduce risks, safeguard vulnerable people, and support resilience across homes, businesses, and public spaces.
- **Prevent** – Through education and outreach, we aim to stop incidents before they happen — from fire safety visits to road safety campaigns and community engagement.
- **Respond** – When emergencies do happen, we act swiftly and professionally — whether it's fires, road traffic collisions, floods, or other incidents.

This purpose unites everyone at CFRS — from firefighters on the frontline to those behind the scenes. No matter your role, you'll be helping to deliver a trusted public service that saves lives, reduces harm, and supports our communities to thrive.

## Prevent

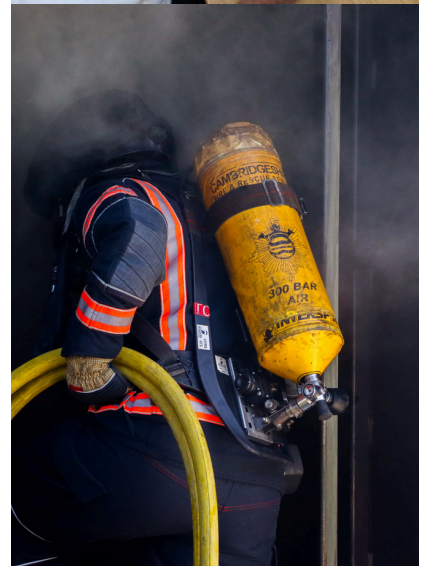
We're always available to respond if there's an emergency, but our work focuses on stopping fires from happening in the first place. Our community safety work is a priority and we help those most at risk of a fire in the home.

## Protect

It's not just in the home where fire safety is important. All non-domestic premises by law must have fire risk assessments carried out by the owners or a responsible person. This is to ensure that employees and any visitors are as protected as they can be from fire and that they could evacuate safely.

## Respond

Our crews of highly trained firefighters are ready to respond when needed — not just to fires, but to a wide range of emergencies. Each year, we attend around 1,500 fires, 400 road traffic collisions, and over 600 other incidents, including flooding, animal rescues, chemical spills, and water rescues.





# Assistant Director - People

## Job purpose

As a senior professional leader in the Service, the role leads the multi-disciplined People team to be proactive and forward thinking in their work, acting as internal consultants who partner with leaders at all levels in order to coach, advise and guide them to make decisions which enable everyone in the organisation to feel fully engaged and to reach their potential. The Assistant Director - People is part of the Service's senior leadership team, collectively responsible (alongside colleagues from all disciplines) for working with and assuring Chief Officers of progress towards delivery of strategic priorities, with a particular focus on ensuring that all people matters are consistently and fully considered and addressed.

## Main Duties & Accountabilities

1. Build, lead, develop and motivate the People team to deliver a customer-focused, internal consultancy people service across a number of professional specialisms. Establish departmental accountabilities for the range of functions in the team, and ensure team focus and strategy actively works towards delivery the Service's cultural ambition for people to truly be at the heart of everything we do.
2. Build, maintain and enhance effective and credible working relationships at all levels, both internally and externally, in order to deliver against strategic and team priorities. Promote and role-model the values and culture of the organisation.
3. Provide professional advice, guidance and options to Chief Officers to inform and influence strategic people decisions, considering, balancing and mitigating risk appropriately.
4. Ensure that CFRS draws on relevant best people practice and experience from other organisations and sectors, in order to inform and influence our thinking and practice and to facilitate appropriate opportunities for joint and collaborative working.
5. Operate as an active member of the CRMP team, taking joint responsibility with senior leadership team colleagues for delivering all of the Service's strategic priorities, working with and assuring Chief Officers of progress and of whole-organisation contribution and understanding. Ensure relevant performance information is developed, shared and analysed to inform understanding of progress and to support informed decision making.
6. Lead on the delivery of specific work, projects and initiatives that advance strategic and team objectives.
7. Prepare, monitor, and be accountable for the people team budget and resources to ensure effective delivery of the function, providing an efficient and effective service which represents value for money.
8. Coach and mentor colleagues (directly and indirectly) to meet both current and future organisational needs, ensuring their health, safety and wellbeing at all times.
9. To undertake such other duties as may be required from time to time, commensurate with the grade and positioning of the post.

## CORPORATE ACCOUNTABILITIES (applicable to all employees)

### Equality and Inclusion

Support and promote the Service's statement, policies and procedures on Equality and Inclusion in employment and service delivery.

### Health, Safety and Risk

Ensure that health, safety and risk issues are factored into all areas of activity Support and promote the Service's Health and Safety policies and procedures to maintain a safe and healthy working environment

### Personal Development

Responsible for updating own practices and professional knowledge. Undertaking personal development activities as agreed with line manager.

### General

To undertake such other duties as may be required from time to time, commensurate with the grade and positioning of the post.

## OTHER GENERAL REQUIREMENTS OF THE ROLE

### CPD

The post holder must be willing to continuously develop their professional knowledge, experience and understanding.

### Travel

Travelling across the county may be required to facilitate the effective delivery of the role and to participate in meetings etc





## PERSON SPECIFICATION

CORE COMPETENCIES	CRITERIA	ESSENTIAL	DESIRABLE	MEASUREMENT
QUALIFICATIONS/ EDUCATION	Fully Qualified as a Chartered Member of the Chartered Institute of Personnel and Development (MCIPD).	x		Application
	Degree in related or relevant subject, e.g Human Resources Management, Business and Leadership.	x		Application
KNOWLEDGE/ EXPERIENCE	Broad knowledge and understanding of both strategic and operational people/HR requirements within a complex organisation, and of the tangible impact of effective people practice on organisational success.	x		Application & Selection Process
	A sound/excellent knowledge and understanding of current and emerging best practice and leading edge thinking in people matters.	x		Application & Selection Process
	Broad understanding of the environment in which fire service operates and of the current issues and challenges facing the sector.		x	Selection process
Skills	Strong interpersonal skills, with the ability to build, maintain and develop deep constructive working relationships at all levels, and to use those relationships to influence direction and approach to maximise organisational success.	x		Selection process
	Leadership Skills to engage and motivate others to deliver for individual and organisational success.	x		Selection process
	An articulate and effective communicator, able to present and explain complex issues verbally and in writing in engaging ways to diverse audiences.	x		Selection process
	Able to consult and advise on people related issues and to engage the appropriate stakeholders or resources in order to progress matters appropriately.	x		Selection process
	Able to prioritise varying and competing demands on time - able to remain focussed on the 'important few' rather than the 'trivial many' without compromising on quality of service or negatively affecting working relationships.	x		Selection process
Experience	A significant experience of working in a senior people/HR professional role, advising leaders at all levels on complex and sensitive people issues. Experienced in different disciplines of people/HR work, to specifically include HR Business Partnering/HR operations and Organisational Development.	x		Application & selection process
	Experience of working at senior leadership level as part of a multi disciplinary team to deliver strategic objectives, and experience of ensuring people matter are properly reflected in organisational strategy.	x		Application & selection process
	Experience of working in a complex, multi-stakeholder environment.	x		Application & selection process
	Experience of engaging with others to implement sustained cultural change.	x		Application and selection process



# The selection process

## Stage 1: Application – CV and Cover Letter

This first stage allows us to get a sense of your experience, approach, and alignment with our organisation.

What we're looking for:

- Proven experience in senior HR leadership
- Relevant qualifications (degree level and/or CIPD membership)
- Evidence of delivering successful change and organisational improvement
- A clear alignment with our Service values
- Contribution to engagement, performance and inclusion across the organisation

Your application will be reviewed by a panel of Service Directors who will assess how well your skills and experience meet the needs of this strategic leadership role.

## Stage 2: Scenario-Based Assessment

Shortlisted candidates will take part in a scenario and technical based assessment designed to reflect the challenges faced by senior leaders in the fire and rescue sector.

What to expect:

- You'll receive a written scenario brief in advance
- The scenario will present a realistic, strategic challenge linked to current or emerging priorities within CFRS
- Background context and key considerations will be provided
- You'll be asked to set out how you would approach the situation, drawing on your leadership experience and technical knowledge

This is an opportunity to demonstrate how you think, lead, and make decisions in complex and evolving circumstances.

## Stage 3: Final Interview

If you progress to the final stage, you'll be invited to an interview with a panel of the senior leaders of CFRS.

Interview focus:

The interview will be structured around our behavioral framework and will explore your:

- Personal Attributes – including emotional intelligence, self-awareness and resilience
- Outstanding Leadership – how you create a compelling vision and engage others
- Facilitating Improvement – your ability to lead and enable people to deliver change
- Effective Performance – how you ensure resources and priorities are aligned for delivery

We will also use a personality-based assessment tool, to support the decision-making process by helping us better understand your natural strengths and leadership preferences.

# How to apply

To apply, please email your application to [recruitment@cambsfire.gov.uk](mailto:recruitment@cambsfire.gov.uk).

Your application should include:

- A copy of your CV, and
- A detailed cover letter explaining how you meet the criteria for the role and why you could make a difference at CFRS as our next Assistant Director – People.

We reserve the right to close the advert at any time, so early applications are encouraged.



Thank you for your interest in joining Cambridgeshire Fire and Rescue Service.

We're proud to be a Service that values dignity, respect, and equal opportunity for all. If you have any conditions — whether diagnosed or not — that may affect any part of the recruitment process, please let us know. This could include physical or mental health conditions, or anything related to neurodiversity.

Sharing this information is completely confidential and will not affect how your application is assessed. It simply helps us ensure that any reasonable adjustments can be made to support you through the process.

If you're successful, you won't just be joining a Service — you'll be joining a team that makes a real difference every day.

We wish you the very best of luck.

**MAKE A  
DIFFERENCE.  
BE THE  
DIFFERENCE.**



**CAMBRIDGESHIRE  
FIRE & RESCUE SERVICE**  
*Working together to improve community safety*