



FITNESS & WELLNESS ADVISOR - BACKGROUND INFORMATION

Avon Fire & Rescue Service (AF&RS) serves the Unitary Authority areas of Bristol, Bath & North East Somerset, North Somerset and South Gloucestershire. It has 21 operational fire stations, together with offices, covering all areas, with its Head Quarters based in Portishead, near Bristol. AF&RS Control Centre, where emergency calls are handled, is situated in Lansdown, near Bath.

With an annual budget of around £50 million, AF&RS delivers a wide range of fire, rescue and community safety services across a geographic area of approximately 514 square miles with a residential population of more than one million people.

AF&RS employs over 800 staff made up of: Service Delivery including whole-time and on-call Firefighters, and staff in its Control Centre, Service Delivery Support, and Corporate Services.

This post is within the Wellbeing and Fitness Team, within the People Services Department, and reports to the Wellbeing and Fitness Lead.

This is a permanent post. The successful post holder will work very closely with our colleagues predominantly in operational roles. The successful post holder will predominantly work out of the Stations across the Service area. Due to the nature of the 24/7 emergency service, we will require flexibility to meet the Service needs with fitness testing which will include regular working in the evenings and occasional work on the weekends to provide effective fitness support to all staff. Whilst we support flexible working and work-life balance, due to the nature of this role, occasional hybrid working will be possible but will be limited to meet the Service needs.

With effect from July 2023, UK legislation was amended to enable Fire & Rescue Services to undertake standard Disclosure and Barring Service (DBS) checks for all employees. All AF&RS posts therefore require a standard DBS check, with a few defined roles requiring an enhanced DBS check. This post is subject to a standard DBS check. These DBS checks will be renewed throughout employment.

Safeguarding is the duty of every member of staff at AF&RS: as a public authority we have a responsibility to ensure that the adults and children we interact with are kept safe from harm.



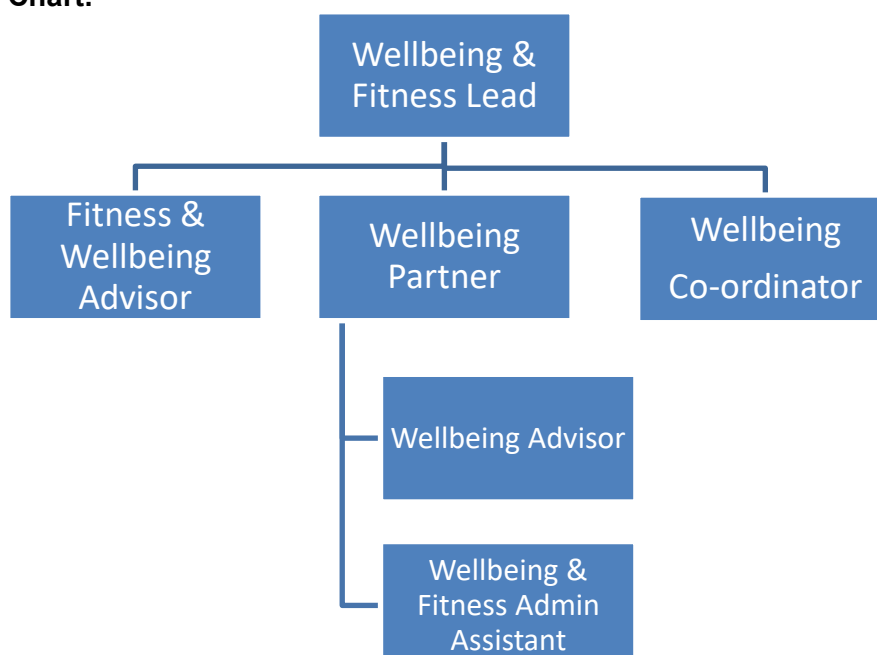
Job Description, Core Values and Person Specification

Job Title	Fitness and Wellbeing Advisor
Post Number	1405
Grade	HAY 8
Duration of Post	Permanent
Hours	37 per week
Directorate	Service Delivery Support
Unit or Team	Wellbeing and Fitness (within People Services)
Reports to (give job title)	Wellbeing and Fitness Lead
Line management or supervisory responsibilities	No
Responsibility for managing a budget	No
Date job was evaluated	10/11/2025

Purpose of Job:

- To enhance the health, fitness, and wellbeing of Avon Fire & Rescue Service employees by providing expert fitness training, guidance and support.
- This role plays key part in ensuring that staff meet and sustain the physical fitness levels required for their roles through ongoing fitness assessments, tailored advice, and promotion of active, healthy lifestyles.
- You will also lead the fitness element of recruitment campaigns through fitness testing and work collaboratively across the Service to drive wellbeing initiatives that benefit all employees.

Structure Chart:



Responsibilities and Duties:

1.	Fitness Testing and Assessment Responsible for delivering all fitness tests and assessments for operational staff in accordance with the Service's Health and Fitness Policy, including: • Working flexibly to meet Service needs, including agreed evening and weekend work. • Collaborating closely with Watch Management Teams to plan fitness assessments around operational commitments. • Identifying staff who may require additional support to pass tests and implementing support in advance. • Ensuring Service KPIs are met and all fitness tests are completed in line with policy requirements. • Proactively managing compliance issues and escalating where necessary. • Effectively managing communication and support for colleagues who do not pass their fitness tests. This includes letter writing, notifying Senior Management, arranging Occupational Health assessments, and ensuring holistic support plans are in place. • Leading fitness improvement support for staff who have not passed their test, including writing reports, developing robust individual fitness programmes, and contributing to Personal Development Plans and capability processes as required.
2.	Fitness Data Management and Analysis Ensure fitness-related data is collected, managed, and analysed to a high standard, including: • Accurate and timely recording of all fitness testing data. • Analysing fitness-related data, statistics, and identifying emerging trends. • Proactively addressing identified trends to ensure holistic support can be provided. • Producing monthly Fitness Scorecards and reports. • Leading the development of future fitness and wellbeing initiatives informed by data and trends. • Addressing areas of concern at individual or team level in collaboration with key stakeholders (e.g. Health and Safety, Training). • Identifying root causes of work-related injuries, ill health, or near misses linked to fitness, and implementing remedial actions.
3.	Fitness Support for Staff Provide high-quality, effective fitness support to all staff, including: • Developing personalised training programmes and offering one-to-one support for operational staff preparing for fitness tests. • Offering individual support to maintain operational fitness, including nutrition, wellbeing, and lifestyle advice. • Supporting non-operational staff interested in improving general fitness and wellbeing. • Working with Watches to develop tailored workout plans that address general or specific fitness needs.
4.	Return-to-Work Fitness Support Lead the fitness support component of the return-to-work process, including: • Developing realistic and supportive fitness plans to safely aid colleagues returning from long-term sickness absence. • Working closely with colleagues on modified duties to help them maintain fitness within their physical capability.

	Ensuring appropriate fitness assessments are completed prior to return to work, in line with Service policies.
5.	Recruitment Fitness Support Lead all fitness-related aspects of the Service's recruitment processes, including: - Ensuring all fitness-related website content is accurate, regularly reviewed, engaging, and reflective of role requirements. - Leading the development of educational and promotional materials (e.g. videos, guides, and sample training sessions) to help candidates prepare for fitness tests. - Coordinating all recruitment-related fitness assessments, including administrative tasks, venue bookings, additional assessors, data collection, and analysis.
6.	Fitness Across the Employee Life Cycle Manage and support fitness considerations throughout the employee life cycle by: - Assessing all new recruits, developing personalised training programme if required with the view to maintain fitness and prevent injury in the future. - Advising, coordinating, and collaborating with Occupational Health, Wellbeing Partners, and line managers to support rehabilitation and safe return to duties. - Review fitness needs for different specialisms and created tailored fitness plans to support with injury prevention and longevity in the role.
7.	Fitness Education and Awareness Provide comprehensive fitness education, training, and awareness across the Service, including: - Designing, implementing, and reviewing engaging training packages for operational staff, delivered both in person and online. - Delivering functional fitness awareness sessions specifically designed to enhance Firefighters' on-the-job performance and reduce injury risk. - Delivering educational sessions on nutrition, smart training, and injury prevention. - Leading the development of generic fitness information and video training sessions for the intranet. Purpose: To motivate staff and promote positive, long-term health behaviours with a strong focus on prevention.
8.	Promoting a Positive Fitness Culture Drive a positive fitness culture across the Service by: - Leading fitness and wellbeing awareness campaigns in collaboration with the Wellbeing Team, Communications Team, and Sports and Welfare providers. - Identifying and delivering Service-wide initiatives aligned with the Programme of Work, Health and Wellbeing Framework, national campaigns, and best practice. - Ensuring the Service has engaging promotional materials, including posters, videos, intranet content, and regular communications.
9.	Fitness Champions Network Lead, manage and support the Service-wide Fitness Champions network, including: - Identifying and delivering appropriate awareness and training sessions. - Providing regular supervision and support. - Proactively addressing issues raised by Fitness Champions to enhance Service-wide fitness provision.
10.	Continuous Improvement and Best Practice - Stay informed about national fitness research, projects, and best practice. - Represent the Service in relevant national networks and working groups.

	• Ensure the Fitness Assessment process remains robust, implementing improvements as required. • Support the creation, development, and review of fitness policies, guidance documents, training notes, and rehabilitation programmes.
11.	Fitness Equipment Management • Conduct regular calibration and inspection of all fitness testing and gym equipment. • Work closely with Technical Services to ensure all equipment is safe and fit for purpose. • Complete and review risk assessments when new equipment is introduced and periodically thereafter. • Review gym layouts and provisions across stations to maximise space and effectiveness. • Ensure all staff are competent in gym equipment use, delivering inductions for new starters and returning staff as appropriate.
12.	Point of Contact for Health, Fitness, and Wellbeing Serve as the first point of contact for all health, fitness, and wellbeing enquiries, signposting staff to appropriate support and resources.
13.	Carry out any additional responsibilities as reasonable and appropriate, as agreed with line manager.
Special Notes or Conditions:	
1.	AF&RS requires all staff and leaders to promote equality and diversity by: • ensuring that, both in your dealings with other employees and with members of the public, you comply with all aspects of the Service's Equality Policy and legislation that outlaws discrimination. • treating members of the public and other AF&RS staff with respect, dignity and in line with the expectations determined by our Service values at all times; and taking action when witnessing an act that could be considered discrimination or harassment, challenging it and/or raising with managers.
2.	This role is based out of Stations across the Service Area so you will be required to travel to and work from different stations, for which we will pay allowances where appropriate.
3.	If based at Police and Fire Headquarters, this is a secure site and therefore appointment to this post may be subject to passing the required vetting process.
4.	Whilst we strive to provide hybrid-working with the facility to work from home where appropriate, this post will be mostly based at Stations, with some occasional, very limited working from home.
5.	Your job will involve working out of normal office hours, for which mutually agreed compensatory time-off will be given as appropriate.
6.	Your job may involve you dealing with highly confidential and sensitive information. It is essential that you ensure this information is held and processed securely and that you act with tact and discretion at all times and comply with the General Data Protection Regulation (GDPR) and the Data Protection Act 2018. Confidentiality must be maintained, even after leaving this post or AF&RS employment.
7.	You should maintain an awareness of environmental regulations in relation to the remit of your role. All employees have a responsibility to carry out their duties in an environmentally conscious way and to actively support AF&RS's Environmental Strategy, Policy and objectives.
8.	You must ensure you maintain an awareness of Health and Safety Regulations relevant to the duties and tasks you carry out and report any situations or incidents which could be

	considered hazardous. You have a responsibility for your own safety and must not endanger that of colleagues/visitors in the workplace or the public.
9.	There may be times when you are required to wear specific clothing suitable to the type of work you are undertaking. This may include AF&RS branded corporate clothing (for example when representing AF&RS externally), or protective clothing for the work being carried out, as deemed appropriate by your line manager.
10.	All AF&RS posts require a standard DBS check, with a few defined roles requiring an enhanced DBS check. This post is subject to a standard DBS check. These DBS checks will be renewed throughout employment.
11.	You will have responsibility for any fitness and wellbeing equipment that you'll need in order to carry out the fitness tests and fitness equipment calibration. You will also be responsible for maintenance and security of fitness records.
12.	Safeguarding is the duty of every member of staff at AF&RS: as a public authority we have a responsibility to ensure that the adults and children we interact with are kept safe from harm.

Avon Fire & Rescue Service Values

We are in the process of embedding the principles of the [Core Code of Ethics](#), on joining the service you will be involved in co-creating what these principles mean to us.

- Putting our communities first
- Integrity
- Dignity and Respect
- Leadership
- Equality, diversity, and inclusion (EDI)

Signed confirmation that this Job Description accurately reflects the requirements of the job:

Job Holder's Manager		Date	
Signed agreement to carry out the responsibilities of this Job Description, and of acceptance of AF&RS Values and NFCC Code of Ethics:			
Job Holder		Date	

See following page for Person Specification

Person Specification					
Job Title	Fitness and Wellbeing Advisor				
Post Number	1405				
Grade	HAY 8				
Qualifications, knowledge, experience, skills and personal attributes required for the job:					
		E=Essential D=Desirable	Measured by: A = Application T = Test I = Interview		
			A	T	I
Qualifications					
Bachelor's degree in a Sport / Exercise Science related subject which must have included the study of exercise physiology and testing throughout the course (years 1- 3)		E	X		X
Level 3 Personal Trainer		D	X		X
Masters degree in Sport / Exercise Science related subject.		D	X		X
Sports massage qualification / qualification in the treatment of sports injuries.		D	X		X
Mental Health First Aid Certificate		D	X		X
First Aid Course		D	X		X
Accreditation to a certified health / fitness professional organization such as American College of Sports Medicine (ACSM) / British Association of Sport and Exercise Scientists (BASES) / Register of Exercise Professionals (REPs)/ Chartered Institute for the Management of Sport and Physical Activity		D	X		X
Experience/Knowledge					
Advanced theoretical understanding of functional anatomy, exercise physiology and exercise testing.		E	X		X
Advanced practical experience in delivering a range of testing protocols.		E	X		X
Theoretical and practical experience of providing dietary and nutritional advice/guidance for health, wellbeing and/or fitness improvements.		E	X	X	X
Experience in design, development and delivery of fitness-related training packages.		E	X	X	X
Ability design and deliver good quality 1 to 1 and group exercise sessions.		E	X		X
Skills					

Excellent interpersonal communication skills with the ability to lead, involve and motivate others.	E	X	X	X
Ability to design, deliver and evaluate fitness programmes.	E	X		X
Excellent time management and organisational skills.	E	X		X
Good IT skills, including confident use of Microsoft Office applications and other relevant software.	E	X		X
Ability to maintain a confident and resilient attitude in highly challenging situations.	E	X		X
Ability to gather information in order to make safety critical decisions.	E	X	X	X
Excellent attention to detail, record keeping and analytical skills.	E	X		X
Able to drive with a full current valid driving license, or ability to arrange suitable alternative transport to travel to various work locations.	E	X		
Personal Attributes				
Willingness to accept and work to our Values and NFCC Core Code of Ethics during the course of employment.	E	X		X
Adaptable with a flexible approach to work, to meet business needs.	E	X		X
Able to work effectively both individually and as part of a team.	E	X		X
Professional in conduct with the ability to maintain confidentiality.	E	X		X
Strong stakeholder ethic with customer orientated approach.	E	X		X
Committed to undertake relevant training and continuous professional development opportunities.	E	X		X
Very good level of own physical fitness and ability to lead by example in relation to health, fitness and wellbeing.	E	X		X