



TALENT & RETENTION 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 in the Workforce Development Team, within the People Services function of the Service Delivery Support Directorate, and reports to the OD & Talent Manager.

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 role requires 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	Talent & Retention Advisor
Post Number	3422
Grade	H7
Duration of Post	Permanent
Hours	37 per week
Directorate	Service Delivery Support
Unit or Team	Workforce Development, People Services
Reports to (give job title)	OD & Talent Manager
Line management or supervisory responsibilities	Yes
Responsibility for a budget	No (although responsible for managing recruitment advertising budget records)
Date job was evaluated	4 November 2025

Purpose of Job:

To support the development and implementation of talent acquisition, retention, and workforce planning strategies across the Fire and Rescue Service. The role ensures the service attracts, retains, and develops a diverse and skilled workforce aligned with strategic goals and values

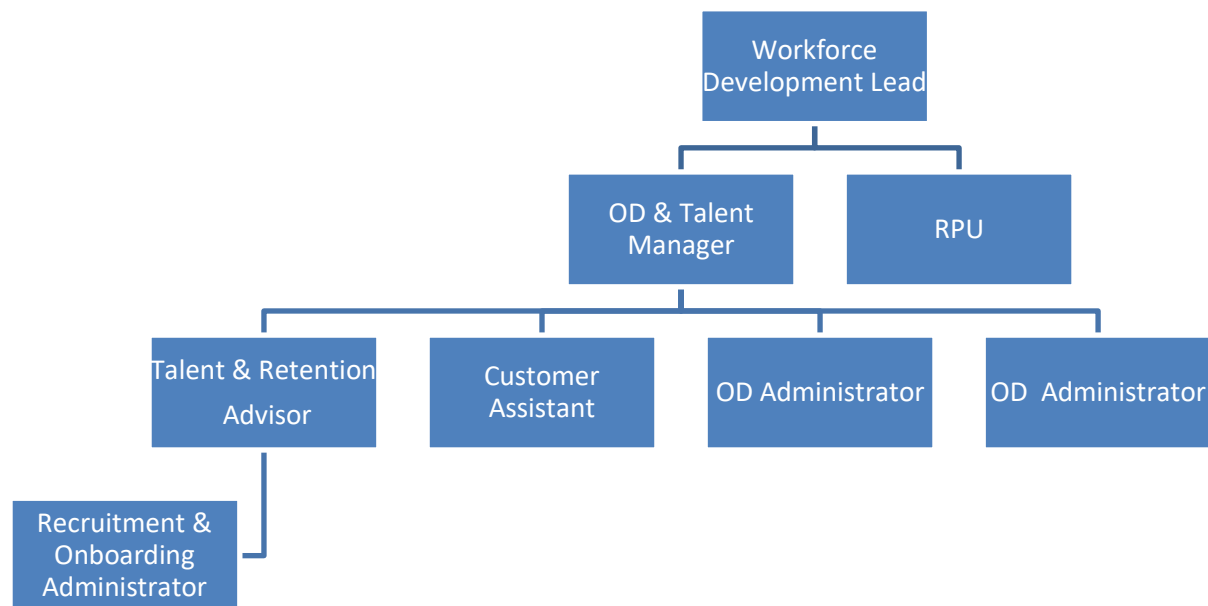
Plan and conduct recruitment campaigns and exercises to ensure vacancies are advertised effectively to attract a wide range of candidates.

Provide advice and information to managers and job applicants at all stages of the recruitment and selection process. Continually review relevant processes to ensure efficiency and innovation.

Assist with recruitment awareness/positive action initiatives.

To provide specialist advice and practical support to post holders and managers on all aspects of Hay Job Evaluation, including departmental re-organisations, job description content, and conducting job evaluations and/or appeals.

To develop Hay Job Evaluation guidance and templates to aid support staff and managers with drafting job descriptions and to increase understanding of the process.

Structure Chart:**Responsibilities and Duties:**

1.	Review existing recruitment processes and systems, making recommendations and implementing change to ensure the Service is continually improving and able to compete for talent in the job market.
2.	Design and deliver inclusive recruitment campaigns and facilitate internal and external selection processes.
3.	Analyse workforce data to identify trends in turnover, skills gaps, and succession risks'
4.	Develop and implement initiatives to improve employee engagement and retention, in liaison with NFCC Talent Management group/guidance.
5.	Establish recruitment plans with business leads in readiness for business-critical posts becoming vacant and for hard-to-fill job vacancies, including developing proactive recruitment processes.
6.	Review and implement new software or improved systems for applicant tracking, supported by the Recruitment and Onboarding Administrator.
7.	Work with relevant departments (Service Delivery, Resource Planning, Workforce Development etc) to understand establishment and vacancy levels for Wholetime and On Call firefighters, ensuring recruitment and selection processes are delivered within the required timescales.
8.	Supported by the Recruitment & Onboarding Administrator, co-ordinate recruitment processes from advertisement to appointment stage, including agreeing the recruitment timeline and associated actions with hiring managers and key stakeholders, and liaising with the external online testing provider.
9.	Lead on Corporate and Control recruitment activities, alongside colleagues in the Employee Relations Team and the relevant managers, to provide advice and support with the recruitment and selection process.
10.	Draft job advertisements and agree advertising through AF&RS website and appropriate community or specialist networks (LinkedIn etc), to attract suitably qualified applicants for the role whilst also seeking to increase diversity.
11.	Ensure selection stages, including testing and shortlisting, are conducted appropriately. Assist with drafting suitable interview questions and assessment criteria as required. Advise

	managers on correct sifting and interviewing protocols. Ensure appropriate records of recruitment and selection processes are maintained in accordance with GDPR retention schedules.
12.	Ensure the use of recruitment agencies are only used when appropriate and cost effective, and with the necessary approval. Develop good working relationships with recruitment agencies to negotiate best possible rates. Measure and analyse the performance of agencies and provide feedback as required.
13.	Maintain recruitment advertising budget spreadsheet to record any paid advertising and review spend against budget on a monthly basis. Escalate any potential issues in advance so relevant authority can be obtained to increase the budget if required.
14.	Assist with raising recruitment profile/positive action initiatives with the objective of increasing awareness of vacancies within under-represented groups, with specific focus upon females and ethnic minority communities. Work with internal and external stakeholders including the Inclusion and Corporate Communications Teams, Bristol Women's Voice and SARI (Stand Against Racism & Inequality).
15.	Manage the application of the Hay analytical job evaluation scheme within AF&RS, ensuring compliance with the Hay guidelines, employment law on equal pay and equal value, and that the scheme is applied consistently, fairly and objectively.
16.	Assist line managers and post holders to draft and update AF&RS green book job descriptions. Conduct formal job evaluations and administer the evaluation appeals process, ensuring fair reviews are conducted and outcomes are communicated in a timely way. Provide guidance, technical advice and support to job evaluation appeal panel members, to ensure consistency, equity and parity.
17.	Provide information, advice, guidance and training/coaching on the job evaluation scheme for managers, post holders and trade unions/representative bodies to develop understanding and confidence in the Scheme process and procedures.
18.	Assist the Employee Relations Team with reviewing the current support staff pay and grading structure and identify issues related to recruitment, retention, job size etc. Conduct research with comparative organisations to assess best practice and potential changes required to support AF&RS recruitment and retention objectives.
19.	Conduct analysis of local market rates for specific posts to assess appropriateness of market supplements and make appropriate recommendations to aid decision making.
20.	Conduct a review of job evaluations on a regular basis to check for consistency of application and interpretation, identifying any potential anomalies for investigation and resolution where necessary, in order to maintain the integrity of the Scheme.
21.	Lead, motivate, support and develop the Recruitment & Onboarding Administrator, conducting regular 1 to 1s and reviewing of performance. Ensure development and learning needs are met.
22.	Assist with promotion and selection interviews when required.
23.	When required, deputise for the OD & Talent Manager to ensure the continued effectiveness and smooth operation of the Recruitment and Organisational Development teams
22.	Carry out any additional responsibilities as reasonable and appropriate, as agreed with line manager.

Special Notes or Conditions:	
1.	<p>AF&RS requires all staff and leaders to promote equality and diversity by:</p> <ul style="list-style-type: none"> 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 at Police & Fire Headquarters, Portishead, Bristol, although you are based at a specific location, for efficiency or other business reasons we may require you to travel to and/or work from any base within AF&RS service area or work from home, for which we will pay allowances where appropriate.
3.	Police & Fire Headquarters is a secure site and therefore appointment to this post may be subject to passing the required vetting process.
4.	Many posts in AF&RS are hybrid-working with the facility to work from home and from an AF&RS work-base. Your manager will confirm if this applies to this post.
5.	Your job may involve working out of normal office hours, for which mutually agreed compensatory time-off will be given.
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 role requires a standard DBS check. These DBS checks will be renewed throughout employment.
11.	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 Core Values	
<p>AF&RS expects all employees to accept and work to our Core Values during the course of their employment. These Values require us all to be:</p> <ul style="list-style-type: none"> Respectful Honest Courageous Ambitious 	

- Inclusive
- Transparent

In addition to our Core Values, all employees should accept and work to the National Fire Chiefs Council (NFCC) Core Code of Ethics:

- **Putting our communities first** – we put the interest of the public, the community and service users first;
- **Integrity** – we act with integrity including being open, honest and consistent in everything we do;
- **Dignity and respect** - we treat people with dignity and respect, making decisions objectively based on evidence, without discrimination or bias;
- **Leadership** – we are all positive role models, always demonstrating flexibility and resilient leadership. We are all accountable for everything we do and challenge all behaviour that falls short of the highest standards;
- **Equality, diversity and inclusion (EDI)** – we continually recognise and promote the value of EDI both within the FRSs and the wider communities in which we serve. We stand against all forms of discrimination, create equal opportunities, promote equality foster good relations and celebrate difference.

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 Avon Fire & Rescue Core Values:

Job Holder		Date	
-------------------	--	-------------	--

See following page for Person Specification

Person Specification					
Job Title	Talent & Retention Advisor				
Post Number	3422				
Grade	H7				
Qualifications, knowledge, experience, skills and personal attributes required:					
	E=Essential D=Desirable	Measured by: A = Application T = Test I = Interview			
		A	T	I	
Qualifications/Knowledge					
CIPD Level 3 or willing to work towards.	E	X			X
CIPD Level 5	D	X			X
Sound knowledge of employment law with specific reference to recruitment and positive action, including the Equality Act.	E	X			X
Hay Job Evaluation trained or willing to complete training	E	X			X
Experience of relevant employment law and equal pay issues.	D	X			X
Experience					
Significant level of recruitment experience and ability to project-manage large scale recruitment & selection processes	E	X			X
Experience of working in a fast-paced HR department.	E	X			X
Experience of promotion processes and assessment & development centres.	D	X			X
Experience of negotiating and consulting with trade unions or other representative bodies.	D	X			X
Experience of coordinating Hay job evaluation workshops and/or conducting job evaluation research and presenting outcomes and recommendations to managers.	D	X			X
Line Management Experience	D	X			X
Skills					
Excellent verbal and written communications skills.	E	X			X
Excellent organisational skills and ability to prioritise workload. Able to handle high volume work and competing deadlines, using own initiative combined with an efficient, methodical approach.	E	X			X
Able to conduct research to ensure compliance with legislation and best practice.	E	X			X
Ability to maintain comprehensive and accurate records to support the Hay job evaluation process.	E	X			X
Able to drive with a current driving licence, or ability to arrange suitable alternative transport to travel to various work locations.	E	X			
Personal Attributes					

Willingness to accept and work to our Core Values 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.	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