



JOB DESCRIPTION

Job Title:	Business Safety Advocate
Department:	Protection
Location:	Sadler Road, Winsford
Post Number:	B012
Grade/Role:	Scale 5
Special Allowances:	N/A
Responsible to:	Business Safety Manager

JOB PURPOSE

To develop, generate and deliver Fire Safety (Protection) to the business community to promote fire safety initiatives to the Cheshire East, Cheshire West & Chester, Halton and Warrington (the Service Area). Visit and engage with premises within the business community to enforce Fire Safety legislation through risk-based assessment working with stakeholders and partners to achieve a safer community.

PRINCIPAL RESPONSIBILITIES

- 1 Educate and improve awareness of fire safety measures and associated legal requirements to the business community delivering fire safety, false alarm, arson reduction and pre inspection advice.
- 2 Carryout visits to business premises to educate and evaluate if the correct level of fire safety measures is in place. Identify risks and hazards and inform the responsible person of concerns that may not meet with Fire Safety Legislation. Liaise with inspectors and refer premises for an inspection.
- 3 Engage with a wide range of business groups to actively promote fire safety and to encourage cooperation and partnership working to reduce risk. Provide technical advice, guidance and support on relevant statutory and regulatory requirements and standards to minimise fire risks and hazards.
- 4 Deliver planned events including presentations to representatives from business and other non domestic premises. Promote fire safety matters and educate and inform the business community to improve fire safety within their premises.
- 5 Triage complaints received into the department, offering support to inspectors or following up concerns.
- 6 Collate, record and present information collected during business fire safety visits to provide regular reports on the development of initiatives and their outcomes to the Head of Protection enabling informed decisions to be taken regarding any future initiatives/events.
- 7 Report matters of concern identified during business fire safety visits to the

appropriate person/department to ensure legislative compliance and safer premises.

- 8 Carryout other tasks as determined by Protection management in order to support departmental objectives and service delivery.
- 9 Promote equality and diversity in the Service and the Community in accordance with the Authority's Valuing Equality and Diversity Policy.
- 10 Manage, create, schedule, and upload digital information and pictures through various communication channels, including website, social media accounts and internal communications.
- 11 Create and upload data captured from visits to premises using a variety of Microsoft applications to present findings to management, members, colleagues, and the public.

Core Responsibilities for Cheshire Fire & Rescue Service Personnel

Personal Performance

To take responsibility for personal performance (including personal fitness) and the development of personal skills to ensure the required skills, knowledge and competence to fulfil the role.

Personal Accountability

To manage the areas of responsibility attached to the post or commensurate with the role in accordance with the Authority's Scheme of Delegation.

Core Values and Behaviours

To encourage and promote the values of Cheshire Fire Authority and comply with the required standards of conduct and so promote the Authority within the community by acting with integrity and honesty.

Equality, Diversity and Inclusion

To promote, adhere to and implement the Service's Equality, Diversity and Inclusion Strategy/Policy and to work consistently to embed equality and diversity within the Service.

Safeguarding

To promote, adhere to and implement the Service's Safeguarding Strategy/Policy and to work consistently to embed Safeguarding within the Service.

Health and Safety

To work in compliance with Service Health and Safety Policy to ensure that hazards are identified and risks assessed and controlled.

To be proactive in managing your personal health, safety and wellbeing and that of your colleagues.

Environment

To promote the Service's Environment Policy/Strategy by implementing working practices and procedures that ensure a sustainable approach to the use of resources and that resources are

disposed of in an efficient and environmentally friendly way.

To work consistently to embed environmental considerations, energy efficiency and compliance with the Environment Management System (EMS) within the Service.

N.B.

Notwithstanding the detail in this job description, in accordance with the Cheshire Fire and Rescue Service's flexibility policy the job holder will undertake such work as may be determined by the Chief Fire Officer/Line Manager from time to time, up to or at a level consistent with the principal responsibilities of the job and in any location within the Cheshire Fire and Rescue Service.

Document Control	Date of Creation: 12th July 2008	
Version	Date	Amended by (Initials)
2	January 2012	
2.1	April 2018	TC
2.2	June 2019	TC
2.3	May 2024	TC



PERSON SPECIFICATION

Job Title: Business Safety Advocate

PERSONAL ATTRIBUTES REQUIRED	ESSENTIAL	DESIRABLE
<p><u>Qualifications/Experience</u></p> <p>5 GCSEs or equivalent (including English) at Grade C or above.</p> <p>Level 3 Fire Safety qualification or be willing to work towards.</p> <p>Experience of working with the public and the private sector business community.</p> <p>Health and Safety qualification or equivalent e.g. IOSH/NEBOSH.</p> <p>Experience of managing websites, social media accounts, marketing.</p>	<p>*</p> <p>*</p>	<p>*</p> <p>*</p> <p>*</p>
<p><u>Knowledge and Skills</u></p> <p>Good presentation skills.</p> <p>Proficient with Microsoft application e.g. Word, Excel, PowerPoint, Outlook.</p> <p>Knowledge of presenting statistics – graphs, charts, timelines</p> <p>Good organisational skills with the ability to prioritise, and work on your own initiative.</p> <p>Excellent time management skills with the ability to work to deadlines.</p> <p>Sound knowledge of fire safety.</p> <p>Excellent interpersonal skills with the ability to network with partners.</p> <p>Good written and verbal skills.</p>	<p>*</p> <p>*</p> <p>*</p> <p>*</p> <p>*</p> <p>*</p> <p>*</p>	<p>*</p>

Highly motivated.	*	
<u>Personal</u> Be in possession of a full driving licence. Ability to on occasion work outside of normal office hours and at weekends.	* *	