



NFCC
National Fire
Chiefs Council

On-call Recruitment 2021 Campaign Toolkit for Fire and Rescue Services



#OnCallFire

#NeedMore

What the national campaign means for Fire and Rescue Services

Need more is the national on-call recruitment campaign which was developed to support fire and rescue services in recruiting on-call firefighters.

The campaign was launched in 2019 and supported by NFCC's People Programme. There are issues and gaps in the recruitment of on-call firefighters, nationally the role is crucial to the fire service. We hope by working together we can encourage recruitment - especially from under - represented groups and educate the public about on-call roles.

The toolkit contains a range of resources and ideas for fire and rescue services to use when recruiting on-call firefighters. The information and resources can be used at any time - not just during campaign week.

Ensure on-call practitioners are working closely with your communications and HR teams to support on-call recruitment to get maximum benefit from the national campaign and the resources to support it.

Even if your service was not planning to run recruitment during the campaign week, NFCC encourage you to support the national campaign. It's a chance for you to highlight some success stories, promote recruitment plans you may have for later in the year, and to secure expressions of interest ahead of local drives. The campaign is also a chance to answer any questions your local communities may have about working for the fire service.

NFCC On-call Digital Conference - 10th March 2021

This digital conference will give attendees the opportunity to hear about the MBA Research findings as well as a look at how the COVID Pandemic has brought challenges and new practices to on-call.

NFCC Chair Roy Wilsher, will host this event offering delegates the chance to enjoy sessions from speakers across the world as we look at the Austrian Volunteer Model and gain valuable insight into the Netherlands National Research.

Campaign materials and how to use them

A range of materials have been created to support the campaign. The brand and assets are owned by NFCC for use by fire and rescue services.

It's important that you use the brand as directed by the brand guidelines. This means that you can include your FRS logo on assets, but you cannot duplicate or replicate the brand, or change the wording on the assets. You must not remove the reference to the website - www.oncallfire.uk This is really important to ensure we maintain consistent national messages.

The brand guidelines can be accessed here - [Brand Guidelines](#)

If you have any questions about the use of the brand or resources or need assistance reviewing how your service wish to use the brand please get in touch and we can help communications@nationalfirechiefs.org.uk

The website

The website was created to promote the role of the on-call firefighter and includes case studies and information for employers.

Any enquiry from the website is routed through to the relevant fire service where it is picked up by recruitment teams in your service.

The website is up and running throughout the year.

By using the website we can gather information about numbers nationally enquiring and who they are. These analytics are important in supporting the wider work to recruit and retain on-call firefighters.

The website address must remain on all Need More resources and we encourage you to use it in promoting the role at a local level too.

www.oncallfire.uk

Social media content

A number of assets have been produced which you can use across social media channels and on your websites. You don't have to use them all, but pick those most relevant to your local area. You can write your own social media posts or use those included in this toolkit to create content during campaign week and throughout the year.

Use the hashtags **#OnCallFire** and **#NeedMore** in social media posts during the campaign week and beyond. This means that those, including NFCC, who follow these hashtags can support your messaging by liking and sharing your content.

The on-call website links through to the hashtag so people visiting the site will link to most recent posts from fire and rescue services

The social media resources come in three types:

Still images:



You can use your own local images for social media posts of staff, stations and activities using the hashtags and links to the on-call website.

But you should not try and use the need more branding or glow lines to try and replicate the NFCC brand.

Stings:

These are very short videos with or without sound. They are useful to capture attention and add interest to posts. They visually show the viewer the transition from an everyday job into the fire family. [Here is an example of a sting used in a tweet](#)



Videos:

Videos have been created to support the campaign. You can upload the video to your post so they will play as part of the post rather than having to link to YouTube or a website. For use on Twitter videos must be no more than 2 minutes 20 seconds. You can use the videos on websites by getting the embed code from the NFCC [YouTube Channel](#) or download them from the campaign resources.



You can also create your own videos to support the week.

Print materials

A number of assets have been produced which you can add your fire service logo to. You must not remove the reference to the on-call website or alter the images or text.

You must arrange for the addition of your logo and printing locally. You will need assistance from your corporate communications/graphic designer team at your fire service to do this. The design files for these materials are very large and need design software. They are hosted in NFCC Workplace FirePro (group for comms teams) so comms team can access the design files from there. PDF copies are available in NFCC Workplace On-call so you can see what the resources look like.

The following are available:

2 external banners - 3m x 1m - Great for outside stations

Pull up banners - Good for taking to talks, indoor displays and to use as backdrop

A3 and A4 sized posters - for display in communities and as handout

On-call business cards - for handouts and to attach to leaflets

On-call firefighter leaflet - for handout and displays

Your audiences

Locally you may have an idea of the people you want to speak to about on-call opportunities. Different aspects of the role may appeal to different audiences. When planning your activity think about who you want to speak to, what you want to say and how you will get your message to them.

Here are some ideas:

Parents - Flexibility of the role to combine with family responsibilities

Younger Persons - Opportunity to develop and progress

People looking for second role - Motivation may not be financial but need a challenge - this might be physical or wanting to make a difference

Financial need - people may have the attributes and need/want to earn more whilst working around exiting commitments

Think about why existing on-call firefighters have joined your service and use their experience.

Additionally, in the past year many people have stepped into roles as volunteers to support local communities as part of the response to COVID-19. The on-call role could appeal to many of these people who have shown they have many of the qualities the fire service would welcome.

How to reach your audience

Many people start their search online. Make sure information on your website is up to date. Share information about on-call on facebook, twitter and local community pages (Spotted type community pages on facebook can be good).

Can you share information with groups you have worked to support your community during lockdown or with Local Resilience Forums

Use case studies from your current on-call firefighters. NFCC will be using some case studies from fire services during the week to talk about the experiences of on-call firefighters. These will be rolled out on the NFCC website www.nationalfirechiefs.org.uk and via twitter @NFCC_FireChiefs.

Suggested social media messages

Messages in the toolkit are written for twitter, if you also use facebook you can add more detail to these posts if you wish. Of course, feel free to write your own too. You may wish to tag NFCC in so we can reshare your messages and content.

Look out for any tweets and content from NFCC and retweet to support the campaign as we are looking to highlight some case studies from FRSs.

Use images/gifs and videos by supplied by NFCC along with the messages.

Ahead of campaign week:

Please schedule for 24 February @10am from station and FRS corporate accounts:

Are you looking for a challenge? Do you want a new opportunity working in your community? We might be able to help you. Look out for #NeedMore #OnCallFire to find out how to become an on-call firefighter as we support @National_FireChiefs campaign next week [set link to oncallfire.uk/](#)

Launch day 1st March:

Please schedule for 1 March @9am

This week we are supporting @National_FireChiefs On-call recruitment campaign. The Fire Service has opportunities across the UK for people to join us. Find out more about the campaign and the role of an on-call firefighter #NeedMore #OnCallFire [set link to oncallfire.uk/](#)

Suggested messages campaign week:

If you're having to rethink your career in 2021 and working in your local community appeals to you, are active and want a work life balance, then it sounds like you #NeedMore. Get in touch and find out about becoming an on-call firefighter [set link to oncallfire.uk/](#) #OnCallFire

Prevention advice, water & animal rescue, road incidents, folk who are locked in or out, who have things stuck on them or who are stuck in things! Oh fires - we respond to fires too! On-call firefighters never know what's next, if you #NeedMore see [set link to oncallfire.uk/](#) #OnCallFire

Some females can be put off applying for roles in the fire service as traditionally the role of firefighter has been considered a male role. It's definitely not. If you #NeedMore take a look at Keri's story and find out more about #OnCallFire jobs ([Keri' story link](#))

On-call firefighters respond to variety situations and so we #NeedMore people from a variety of backgrounds. If you want a role to fit around your current commitments and have a reasonable level of fitness visit [set link to on-callfire.uk/](#) and find out about training to be a firefighter in your local community #OnCallFire

On-call firefighters keep their communities safe with the support of their employers. If one of your employees asks your business for support and you #NeedMore information about how this can help your workplace, fire service and community visit [set link to oncallfire.uk/employer-advice/](#) #OnCallFire

NFCC will be issuing some case studies of on-call firefighters and example of some of the work they have done in 2020 and 2021. They will be on the NFCC website and tweeted out during the week so look out for those and feel free to create and use your own.

Suggested Press Release

National campaign to recruit on-call firefighters is an opportunity for those who need more

On-call firefighters are being sought as part of this year's on-call recruitment campaign.

(name of your FRS is) supporting a campaign led by the National Fire Chiefs Council encouraging people step forward and explore the opportunities the Fire and Rescue Service can offer people who have a passion for working in and helping their local community by becoming on-call firefighters.

The 'Need More' on-call fire campaign is in its third year and runs from 1st - 7th March aims to highlight opportunities which are open to people from all walks of life. The campaign is supported by a national website – www.oncallfire.uk which allows people to find out more about on-call roles and get in touch with (name of your FRS) at any time of the year.

Working as an on-call firefighter means being involved in a wide range of activities in your local area from responding to emergency calls to carrying out work in local communities to support their needs or providing prevention advice to help keep them safe.

In return the fire service can offer flexible work to fit around study, work and family commitments, first class training and development opportunities and a chance to make a difference in your local community.

You can include a quote from on-call lead at your FRS too

Joe Hassell, NFCC On-call lead said

“Communities have seen the brilliant work the Fire Service has done in supporting them during the Covid-19 pandemic. Activities that our fantastic on-call firefighters have been involved in have ranged from providing advice to people staying safe at home, driving ambulances, delivering food, prescriptions and supporting mass testing and vaccination efforts as well as continuing to provide emergency response. By doing these activities as well as responding to our normal emergencies our staff will have helped thousands of people.

Many people who would welcome the chance to join us in supporting their area but maybe thought they couldn't consider being a firefighter. There will never be a better time to help serve your local community and help save lives. Now is the chance to find out if the fire service is something you can be a part of."

Working in the fire service means you become part of a close-knit team, earn extra money and receive full and ongoing training so you develop a broad range of transferable work and life skills.

Fire services are keen to ensure that their workforce reflect the local communities they will work in and so welcome enquiries from all, no previous experience is necessary, but you will need:

- A strong desire to support the local community
- Enthusiasm for working as part of a team
- A reasonable level of fitness
- Live or work within a close distance to your local fire station (you may wish to specify distance/time from local stations to fit in with local requirement)

(NFCC are using Keri as case study as she is included in national campaign, but you can use a suitable local case study to talk about working in your own FRS)

Keri Worrall joined Northamptonshire Fire and Rescue Service after seeing an advert as part of the national campaign. She combines the role with her job in the leisure industry and saw it as an opportunity to use her passion for working with people.

"Being an on-call firefighter makes me feel brilliant. If someone asked me about joining the Fire Service, I would say go for it! It's an amazing job"

ENDS