

JOB DESCRIPTION AND PERSON SPECIFICATION

Job Title: Post Doctoral Research Fellow in:
Digital Experience Production

Accountable to:
Professor Jane Harris

Contract Length: up to 17 months
from 1st September 2020

FTE: 0.60 job
sharing
acceptable

Weeks per year: 52

Salary: £38,694 - £46,423 per annum
(pro rata)

Grade: 5

College/Service: ADS/RMA

Vacancy Ref:
6231

Location: UAL
3-4 Thavies Inn House Holborn Circus
EC1R 2PN
Remote working options are available

Purpose of Role:

This role will support a UKRI AHRC funded COVID19 research project titled: ***Modelling and Supporting Recovery of the UK's Experience Economy: Enhancing Audience Resilience and Engagement via Digital Methods***

The role will be integral to the successful delivery of a specialist workstream focused on building resilience in the UK's creative and visitor sectors and their value chain (collectively referred to as the experience economy) by enhancing engagement with digital technologies.

The role will support R&D in assessing the current state of the art in digital experience delivery, create research instruments to explore the interrelationship between digital and physical experiences and support the design and development of tools to help experience economy operators make better use of digital as a means to promote and monetize physical experiences.

The successful candidate will be working with partners across a UK wide creative industries network, also intersecting Industry Strategy funded AHRC Creative Industry Cluster Programme (CICP). The successful candidate will have detailed knowledge of the experience economy - or at least one of its component sectors (arts, culture, visitor, heritage) and an interest in the interface between digital and physical experiences including post-production technology, games, visitor economy and place making. They will also understand business models and digital monetization strategies.

Duties and Responsibilities

1. To convene, develop agendas for and record the findings of an expert working group that provides insight and advice to the project team.
2. To support a mapping exercise across the partnership that will help identify clusters of good practice in digital delivery across experience economy operators.
3. To compile a review of the academic and grey literature about the use of digital technologies in creative and visitor economy sectors
4. To analyse existing digital tools that seek to compliment physical experiences to refine the components of good practice at the interface between digital and physical experience delivery.
5. To develop case studies of good practice in a format that is accessible to experience economy providers with an interest in digital delivery.

6. To support the development of semi structured interview formats to explore in more detail the processes that experience economy organisations utilise when developing and monetising digital content. To work with the project manager to implement these interviews and analyse results.
7. To analyse the costs, business models and monetisation strategies adopted by experience economy providers that develop digital content.
8. Conduct a planned research programme under the direction of the project manager.
9. Work with the project manager to analyse data and create preliminary reports of findings for discussion with the broader project team.
10. Support the creation of a toolkit to help organisations that produce physical experiences to make better use of digital tools.
11. To perform such duties consistent with your role as may from time to time be assigned to you anywhere within the University.
12. To undertake health and safety duties and responsibilities appropriate to the role.
13. To work in accordance with the University's Equal Opportunities Policy and the Staff Charter, promoting equality and diversity in your work.
14. To undertake continuous personal and professional development, and to support it for any staff you manage, through effective use of the University's Planning, Review and Appraisal scheme and staff development opportunities.
15. To make full use of all information and communication technologies to meet the requirements of the role and to promote organisational effectiveness.
16. To conduct all financial matters associated with the role in accordance with the University's policies and procedures, as laid down in the Financial Regulations.

Key Working Relationships: Managers and other staff, and external partners, suppliers etc; with whom regular contact is required.

- Principal Investigator
- Co-investigators
- Research Consultant
- PDRAs and RAs
- Project Partners (across UK)
- Project Network (including regional and national tourism orgs, national and regional arts orgs, digital technology providers, digital games companies and experience economy specialists)
- Other project researchers.

Important Information about Interview Process:

- Interviews to be held online via MS Teams: Monday 17th August
- Candidates will be asked to present a 5-minute presentation on subject of their choice that clearly demonstrates excellent communication skills

Specific Management Responsibilities

N/A

Signed _____ Date of last review _____

(Recruiting Manager)

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Grade: 5

Person Specification	
Specialist Knowledge/ Qualifications	<p><i>Essential</i></p> <p>Doctoral level of study in a related discipline, or equivalent industry experience gained from working in the field of digital experience production.</p> <p>Experience of applied qualitative research within a business environment.</p> <p>Experience of analysing qualitative research data to produce reliable results.</p> <p>Knowledge of the composition and operational characteristics of visitor and creative sectors in live and online formats.</p> <p><i>Desirable</i></p> <p>Knowledge of / interest in the use of digital tools as a means for engaging audiences in experiences / and may advance development of new experiences that have parity with physical experiences.</p> <p>Knowledge of how different market segments engage with digital interpretation.</p> <p>Knowledge of how digital strategies can be monetised across experience economy sectors.</p>
Relevant Experience	<p>Hands-on qualitative research experience.</p> <p>Previous work within the visitor and/or creative sectors.</p> <p>Experience of writing research reports, bidding for research funding, publishing and disseminating industry-focussed toolkits and research outcomes.</p>
Communication Skills	<p>Ability to communicate orally and in writing, adapting the message for a diverse audience in an inclusive and accessible way.</p>
Leadership and Management	<p>Self-motivation and the ability to work independently on your own projects.</p>
Professional Practice	<p>Contributes to advancing professional practice/research or scholarly activity in own area of specialism.</p>
Planning and managing resources	<p>Maintains awareness of available resource and uses initiative</p>

Teamwork	Works collaboratively in a team across industry and academia. Is able to take appropriate level of responsibility and act with initiative.
Student experience or customer experience	Builds and maintains positive relationships with participants.
Creativity, Innovation and Problem Solving	Suggests practical solutions to new or unique problems.