

JOB DESCRIPTION AND PERSON SPECIFICATION

Job Title: Post Doctoral Research Fellow:
Audience Experience

Accountable to:
Professor Jane Harris

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

FTE: 0.6 – job
sharing
acceptable

Weeks per year: 52

Salary: £38,858 - £46,423 per annum
(pro rata)

Vacancy Ref:
6232

Grade: 5

College/Service: ADS/RMA

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 the collection and analysis of data from which to understand how audiences of creative experiences engage with digital interpretations in the light of the COVID19 pandemic and beyond. Working as a part of a project team, the role will also support analysis of the core elements of successful digital experiences, understand novel means for audience engagement and evaluate the effectiveness of monetization strategies at different points of the audience experience.

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). Working within a research team, the role will create case studies of effective digital experience delivery that complements physical engagement in such events. It will take the learning from digital delivery among individual organisations and explore how these can inform digital strategy development across geographies that rely on events to attract visitors during specific seasons and various audience groups.

Duties and Responsibilities

1. Conduct a planned research programme under the direction of the project manager.
2. To compile a review of the academic and grey literature about audience engagement with digital interpretations of physical experiences, including those that are focussed around specific geographies as well as organisations.
3. To support a mapping exercise across the partnership that will help identify clusters of good practice in audience engagement.
4. Working with examples of good practice in audience engagement, develop analytical tools to unpick the key elements that maintain audience interest (these may include qualitative and quantitative questionnaire surveys, etc). Support the analysis of data that emerges from these.
5. Host focus groups to explore the points in the digital journey at which audiences are receptive to paying for content and analyse which monetisation strategies are effective.

6. Support the development and organisation of a working group with experience economy providers to present findings and take feedback.
7. Work with the project manager to identify strategies (focussing on digital techniques) that can attract new audiences and create resilience.
8. Work with the project team to analyse data and create preliminary reports of findings for discussion with the broader project team.
9. To make input into a digital tool to help organisations 'model' the likely outcomes for creative and visitor sectors from adopting different resilience strategies.
10. To perform such duties consistent with your role as may from time to time be assigned to you anywhere within the University.
11. To undertake health and safety duties and responsibilities appropriate to the role.
12. To work in accordance with the University's Equal Opportunities Policy and the Staff Charter, promoting equality and diversity in your work.
13. 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.
14. To make full use of all information and communication technologies to meet the requirements of the role and to promote organisational effectiveness.
15. 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)

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

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/audience analytics.</p> <p>Experience of developing and delivering quantitative and qualitative research methods, especially related to audience engagement.</p> <p>Experience of analysing quantitative and qualitative research data.</p> <p>Knowledge of the composition and operational characteristics of visitor and creative sectors.</p> <p><i>Desirable</i></p> <p>Knowledge of/interest in the use of digital tools as a means for creating audience experiences that use the digital to stimulate a physical visit.</p> <p>Knowledge of market segmentation tools that support the identification of new audiences prepared to engage with digital representations of physical experiences.</p> <p>Knowledge of experience economy value chain and its interactions.</p>
Relevant Experience	<p>Hands-on research experience (qualitative and/or quantitative).</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.