

JOB DESCRIPTION

Job Title:	Post-Doctoral Research Fellow: Emergent Value Networks in Next Generation Storytelling
Department / Unit:	School of Management / Centre for Digital Creativity
Job type	Post-Doctoral Researcher
Grade:	7
Accountable to:	Co-Theme Leaders 2 / StoryFutures Director
Accountable for:	Primary research required for delivery of work packages in Theme 2 of Story Futures
Purpose of the Post	
<p>This is a key post in the delivery of collaborative R&D with creative industry partners. The role sits within the School of Management as part of the new Centre for Digital Creativity (CDC), which brings together Media, Computer Science, Drama, Geography, Psychology, Management and Electronic Engineering. The role is specifically attached to the StoryFutures project within the CDC. StoryFutures is an R&D base for screen industries to meet the challenge of next-generation storytelling, producing compelling content for emerging creative technologies.</p> <p>The post relates to 'emergent value networks', one of the four main project themes, which addresses production networks, revenue streams, collaborations, business models and IP opportunities for next-generation storytelling. The post holder will contribute to the development of innovative business models and value propositions - working with project partners to both understand their current business models and value propositions and, in time, HELP implement and assess the innovations developed. The post holder will also contribute to work related to the development of creative networks and tackling issues of geographical dispersion.</p> <p>Qualified to Doctoral level, the post holder will have a strong understanding of business strategy - business models and value conceptions in particular. Experience of supporting project delivery and working in a structured project framework/environment would be an advantage. Practical experience of working with/within the creative industries would also be an advantage as would awareness/experience of the dynamics of value creation in networks. Good communication skills and the ability to develop effective working relationships with both academic, industrial and Governmental partners are essential.</p> <p>The primary purpose of this dynamic and industry-facing role is to return value to StoryFutures partners and SMEs within the Gateway Cluster. The post holder is expected to be flexible and efficient with excellent interpersonal skills.</p>	
Key Tasks	

<ul style="list-style-type: none"> • Synthesising state-of-the art knowledge in the areas of business models, value propositions, collaborations and IP. This knowledge needs to be developed in the context of 'fused' organisation (clusters of firms competing, collaborating, innovating and growing together); the increased value of data; the emerging platform economy and the like.
<ul style="list-style-type: none"> • Data gathering from companies involved with StoryFutures (in line with our operating terms and conditions) on business models, value propositions etc. alongside the capture of current challenges/opportunities.
<ul style="list-style-type: none"> • Developing design principles for value networks and business models (framed by the core values, practices and cultures of collaborators).
<ul style="list-style-type: none"> • Co-designing value networks and business models for commercial operation.
<ul style="list-style-type: none"> • Evaluating the outcomes of co-design for design improvement.
<ul style="list-style-type: none"> • Analyse, write up and present findings for industry facing reports, social/online media, industry events and conferences
<ul style="list-style-type: none"> • Developing and maintaining a business model library.
<ul style="list-style-type: none"> • Developing educational materials.
<ul style="list-style-type: none"> • Developing policy maker briefings.
<ul style="list-style-type: none"> • Developing grant applications (for commercial and public funders) with SMEs and StoryFutures partners, that enable product development beyond prototype or reaching of new markets.
<ul style="list-style-type: none"> • Co-supervising a PhD student.
Other Duties
<p>The duties listed are not exhaustive and may be varied from time to time as dictated by the changing needs of the College. The post holder will be expected to undertake other duties as appropriate and as requested by his/her manager.</p> <p>The post holder may be required to work at any of the locations at which the business of Royal Holloway and its partners is conducted.</p>
Internal and external relationships
<p>The following list is not exhaustive but the post holder will be required to liaise with:</p> <ul style="list-style-type: none"> • StoryFutures partner organisations • SMEs that participate in Story Lab and network building events • Policy makers • Commercial and public funding organisations