

JOB DESCRIPTION

Job Title:	Post Doctoral Research Fellow: Next Gen Audiences
Department / Unit:	Media Arts / Centre for Digital Creativity
Job type	Post Doctoral Researcher
Grade:	7
Accountable to:	Co-Theme Leaders / StoryFutures Director
Accountable for:	Primary research required for delivery of work packages in Theme 4 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 Media Arts Department 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 'Audience Insight', one of four main project themes, specifically focusing on a long-range analysis of youth engagement and responses to new forms/personalisation of content to inform creative screen and technology industry practice. Alongside other post-doctoral researchers, the post-holder will be expected to provide short-term insight reports on audience use-cases for StoryLab.</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, fostering greater collaboration between Royal Holloway and industry partners. The postholder is expected to be flexible and efficient with excellent interpersonal skills.</p>	
Key Tasks	
Develop and manage a longitudinal audience research project, working with young audience (16+) and practitioners.	
Develop rapid market intelligence reports on audiences and competition to briefs set by Co-Theme Leaders and StoryFutures Director.	
Analyse, write up and present findings for industry facing reports, social/online media, industry events and conferences	

Manage relationships with creative industries partners, including continuous exchange of insights to inform the project and their business practice.
Grant application writing (to commercial and public funds) with SMEs and StoryFutures partners to funding sources that enable, for example, product development beyond prototype or reaching of new markets.
Manage commercially and ethically sensitive data in line with University protocols and policies
Develop policy maker briefings.
Co-supervise PhD student
Analyse and write up research findings for academic publications and reports.
Developing educational materials.
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