JOB DESCRIPTION

Job Title: Network and Outreach Officer

Department / Unit: Media Arts

Grade: RHUL 6

Accountable to: Business Impact Lead, StoryFutures

Accountable for: None

Purpose of the Post

StoryFutures Creative Cluster exists to fuel innovation in Virtual Reality, Augmented Reality Artificial Intelligence and all types of immersive and next generation storytelling and is led by Royal Holloway, University of London. It is a partnership between higher education, creative producers, companies (SMEs) and major industry partners such as Pinewood Studios, Imaginariunm, The National Gallery, BBC Studios, Sony Interactive Entertainment and Heathrow Airport. Based in one of the UK’s top creative and digital industry areas, it is part of an unprecedented public investment in creative industries Research & Development (R&D) through the Creative Industries Clusters programme.

There are 3 key aspects to the role: (1) outreach and engagement, including data capture (2) communications and events, and (3) co-ordination of our R&D on Demand programme. All three aspects aim to help us grow our network and collaborations between Universities and creative companies.

The post holder will play a key role in linking the StoryFutures with creative SMEs and other industry partners. You will work across our Cluster, which spans the region immediately to London’s west: from Beaconsfield in the north, to Guildford in the South to Reading in the West.

The role will involve coordinating outreach and communications with SMEs and other industry players helping us grow our network. This will involve organizing events, outreach activities through our partners and other creative umbrella organisations in our region, as well as social media and working on our website.

At StoryFutures we work with an agile, start-up mentality and so you will enjoy a truly innovative, and collaborative environment.

This is an exceptional opportunity for someone with the right skills and attitude to make a difference and support innovation and growth in the UK’s creative industries.

Key Tasks
• Act as a key point of contact for our industry contacts, including SMEs in the Cluster region, those outside the Cluster looking for partners, and our partner organisations, and liaise with StoryFutures team members as required to take forward innovation and R&D activities.

• Coordinate our outreach to Cluster-based SMEs to grow our network; help identify new companies; connect companies to potential partners when opportunities arise.

• Work with the Business Impact Lead, StoryFutures Director, Theme Leaders and other team members and partners to coordinate the delivery of high quality, engaging industry events that help our industry partners learn, connect with others and gain access to new skills, resources and funding for growth; this involves StoryFutures and our partners’ events, as well as organising StoryFuture’s presence at other events in the Cluster to show case our work and establish our profile within the Cluster.

• Actively coordinate and support our communication and marketing activities with our industry network and partners, including contributing to our newsletters, posting on our social media channels, and helping update our website.

• Co-ordinate and administer our R&D On Demand programme that helps SMEs innovate and solve challenges in relation to audience testing, business growth, technology and creative storytelling; serve as the main contact for SMEs and academics, and ensure information is captured in our data management systems.

• Work with creative industries partners to ensure the accurate capture of data as determined by the StoryFutures Manager, including the management of business surveys & event feedback surveys; have oversight of the data collection processes across all aspects of StoryFutures activities where they involve SMEs and industry partners.

• Using our Customer Relationship Management tool Zoho, ensure that data about our interactions with companies is being captured in such a way as to assist the efficient tracking of Key Performance Indicators (KPIs) and assist with data management for reporting purposes as directed by the StoryFuture Manager.

• Work with our Business Impact Lead & Theme Leaders to develop and maintain a comprehensive awareness and knowledge of potential funding sources, both public and private, to develop businesses activities & propositions that work with StoryFutures research; help to provide guidance to academics and businesses on the requirements and policies of such funding.

**Other Duties**

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.

The post holder will be required to work across our regional Cluster, spending time at Royal Holloway and other University partners as well as on site at StoryFutures’ creative industries’ partners.

**Internal and external relationships**

The following list is not exhaustive but the post holder will be required to liaise with:

- StoryFutures partner organisations
- SMEs that can or already benefit from StoryFutures’ support
- Local Economic Partnerships, Councils and other regional stakeholders
- Commercial and public funding organisations
• Suppliers and venues for events