### JOB DESCRIPTION

<table>
<thead>
<tr>
<th><strong>Job Title:</strong></th>
<th>StoryFutures Childrens Immersive Audience Researcher</th>
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</thead>
<tbody>
<tr>
<td><strong>Department / Unit:</strong></td>
<td>School of Performing and Digital Arts</td>
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<tr>
<td><strong>Job type</strong></td>
<td>Research</td>
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<tr>
<td><strong>Grade:</strong></td>
<td>7</td>
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<td><strong>Accountable to:</strong></td>
<td>StoryFutures Director</td>
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<tr>
<td><strong>Accountable for:</strong></td>
<td>Not Applicable</td>
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**Purpose of the Post**

This is a key post in the delivery of collaborative R&D into immersive storytelling, working 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(s) 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.

The post relates to ‘Audience Insight’, one of four main project themes, specifically focusing on the StoryFutures China project and linked research into young audiences’ behaviours in immersive technologies across StoryFutures. Alongside other post-doctoral researchers, the post-holder will be expected to provide short-term insight reports on audience use-cases for projects across the StoryFutures projects.

The postholder will develop traditional academic outputs alongside but have a primary focus on industry-facing work, including supporting company growth, developing industry facing reports and funding applications. The postholder is expected to be flexible and efficient with excellent interpersonal skills.

**Key Tasks**

- Develop and manage audience studies with creative industries partners that focus on young audiences, including children and teenagers
- Develop rapid market intelligence reports on audiences and competition to briefs set by StoryFutures / China leadership team.
- 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

• Contribute to the StoryFutures PhD and research community

• Analyse and write up research findings for academic publications and reports.

• Developing educational materials.

**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 may be required to work at any of the locations at which the business of Royal Holloway and its partners is conducted.

**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 participate in StoryFutures projects
• Policy makers
• Commercial and public funding organisations