JOB DESCRIPTION

<table>
<thead>
<tr>
<th>Job Title:</th>
<th>Senior Postdoctoral Research Fellow: Next-Generation Audience Insight</th>
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<tbody>
<tr>
<td>Department / Unit:</td>
<td>StoryFutures / Media Arts</td>
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<tr>
<td>Job type</td>
<td>Senior Postdoctoral Researcher</td>
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<tr>
<td>Grade:</td>
<td>8</td>
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<tr>
<td>Accountable to:</td>
<td>StoryFutures Director</td>
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<td>Accountable for:</td>
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**Purpose of the Post**

This is a key post in the delivery of collaborative R&D with creative industry partners. The role sits within the Psychology 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.

The post relates to ‘Audience Insight’, one of four main project themes, specifically focusing on responses of audiences to new story experiences created by commercial partners. The role will interface between Psychology, Electronic Engineering, Media Arts and our diverse partner organisations across the creative screen and technology industries. The post holder will design, run and write up research into a range of different aspects of audience engagement, developing innovative methods for understanding audience responses to new storytelling experiences driven by immersive technologies in particular.

The primary purpose of this dynamic and industry-facing role is to return value to StoryFutures partners, fostering greater collaboration between Royal Holloway and the creative industries. The postholder is expected to be flexible and efficient with excellent interpersonal skills.

**Key Tasks**

- Independent leadership of R&D activities to develop a toolkit for evaluating audience responses, including, for example, bespoke qualitative measures, scalable ethnographic approaches, surveys and methods that interlink with engineering and psychology – this may include conceptualisation and design of studies, recruiting and scheduling participants, running testing sessions, and recording, managing and analysing the resulting data.
- Develop cutting edge techniques with support from interdisciplinary colleagues for the presentation of and response monitoring to a variety of immersive experiences (AR, VR, MR, AI)

- Learn new research methods and analysis techniques as the project demands

- Develop rapid market intelligence reports on audiences and competition to briefs set by StoryFutures and analyse, write up and present findings for industry facing reports, social/online media, industry events and conferences as well as academic publication

- Develop policy maker briefings

- 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 sector funding sources

- Design, planning and delivery of short-term insight reports on audience use-cases for StoryFutures projects, responding to briefs set by Co-Theme Leaders and StoryFutures Director

- Supervision of PhD student

- Develop educational materials

- Manage commercially and ethically sensitive data and experimental details in line with University protocols and policies

- Contribute to the overall activities of the research team as appropriate

- Carry out any other duties as are within the scope, spirit and purpose of the job, as requested by the StoryFutures Senior Leadership Team

**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 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 Story Lab and network building events
- Policy makers
- Commercial and public funding organisations