THE POST

College:	**University of Exeter Business School http://business-school.exeter.ac.uk/**
Post:	**Postdoctoral Research Associate**
Reference No:	**P59636**
Grade:	**E**
Reporting To:	**Professor P A Smart**

Job Description

Main purpose of the job:

The VISTA AR project, funded by the EU Interreg (FCE) programme, is focused on the deployment of advanced technologies to innovate the business models of cultural heritage sites. The project is comprised of eight partners situated in both France and the UK and will involve engagement with cultural heritage practitioners. This post-doctoral Research Associate post will be responsible for leading research activities in Business Model Innovation (BMI) and visitor experience. BMI will be informed by the derivation of an evidence base using advanced analytics to model visitor experiences at cultural heritage sites. This evidence base will subsequently inform Augmented Reality (AR) digital interpretations of cultural heritage assets. The role will therefore require close collaboration with experts in AR/VR and Natural Language Processing (NLP). The role will also require collaboration within the Anglo-French consortium.

Main duties and accountabilities:

1. To undertake research in Business Model Innovation (BMI) and customer/visitor experience. The responsibilities may include all or some of the following:

- Writing up research work for publication;
- Developing research objectives and proposals for own or joint research;
- Developing research designs to meet research objectives;
- Conducting collaborative research with project partners
- Making presentations at national and international conferences and similar events;
- Dealing with problems which may affect the achievement of research objectives and deadlines;
- Assessing, interpreting and evaluating outcomes of research;
- Using new research techniques and methods;
- Using initiative and creativity to identify areas for research, developing new research methods and extending the research portfolio;
- Using creativity to develop new concepts and ideas for BMI and Visitor Intelligence/experience;

2. To work in collaboration with colleagues as appropriate to the field of study including:

- Contributing to collaborative decision making within the research group;
- Contributing to the production of collaborative research reports and publications.
- Preparing papers and presenting information on research progress and outcomes to bodies supervising research, e.g. steering groups.

3. To communicate complex information, orally, in writing and electronically.

4. To prepare proposals and applications to external bodies, e.g. for funding and contractual purposes

5. To contribute to the planning of research projects.

6. Where appropriate to monitor research budgets

7. To engage in continuous professional development and to be responsible for continually updating knowledge and understanding in field of study or specialism and for developing skills.

8. To support teaching activity by assisting in the supervision of student projects and providing limited supervision or instruction to classes, if required.

This job description summarises the main duties and accountabilities of the post and is not comprehensive: the post-holder may be required to undertake other duties of similar level and responsibility. Please visit the Human Resources website to view the research role profiles.

Person Specification

Competency	Essential	Desirable
Attainments/Qualifications	PhD (or nearing completion) or equivalent qualification/experience in Management	Experience in Business Model Innovation and/or Customer Experience research.
Skills and Understanding	Sufficient knowledge in the discipline and of research methods and techniques to work within established research programmes.	Evidence of research activity and published research.
Prior Experience	Experience of collaborative research projects.	
Behavioural Characteristics	Excellent written and verbal communication skills. Able to communicate material of a specialist or highly technical nature. Able to manage research and administrative activities and to balance the competing pressures of research and administrative demands and deadlines. Able to liaise with colleagues and students. Able to build contacts and participate in internal and external networks for the exchange of information and collaboration. Able to identify potential sources of funding. Actively participate as a member of a research team Engage in continuous professional development. Understand equal opportunity issues as they may impact on areas of research content Where appropriate to the role, willingness to undergo training in order to conduct risk assessments	
Circumstances	Flexible working in order to support network meetings/events in the UK and France.	

	Flexible to travel to other partner organisations on occasion.	

Terms & Conditions
Our Terms and Conditions of Employment can be viewed here.

Further Information
Please see our website for further information on working at the University of Exeter.