Centre for Cultural Policy Research

Full-time Post-doctoral Research Associate

Fixed-term 36 months

Salary Grade 7: £31,798 - £35,788

Multi-platform media and the digital challenge: Strategy, Distribution and Policy

The Post

The Economic and Social Research Council (ESRC) has awarded Dr Gillian Doyle (Principal Investigator) and Professor Philip Schlesinger (Co-Investigator) a substantial grant to conduct research over a three year period on 'Multi-platform media and the digital challenge: Strategy, Distribution and Policy'. A summary of the project is appended and a programme of work carried out by a team based at the Centre for Cultural Policy Research (CCPR) will commence in July 2012. Full information about the Centre, its staff and activities can be found at http://www.gla.ac.uk/schools/cca/research/ccpr/

A full-time post-doctoral research associate is required for 36 months from July 2, 2012 (or as soon as possible thereafter) based in CCPR to help with undertaking this project. The role involves carrying out research, providing administrative support and contributing to dissemination and engagement for the project. The PDRA will be involved in data-gathering, organizing and conducting field research, analysis of media content, and evaluation and writing up of project findings. The appointed candidate must have a PhD and should have previous relevant knowledge and experience of analyzing media organizations, processes and/or policies.

Interested applicants may contact Dr Gillian Doyle (Gillian.Doyle@Glasgow.ac.uk) for an informal discussion.

Apply online at www.glasgow.ac.uk/jobs (Ref: 001580). **Deadline for applications: Friday March 23, 2012**. Interviews will take place on Wednesday April 18, 2012.

A full job description is outlined below.

Job Title	Full-time Postdoctoral Research Assistant (grade 7)
School / RI / College	Centre for Cultural Policy Research (CCPR), School of Culture and Creative Art, College of Arts.
University Services Department	
Reporting To	Dr Gillian Doyle, Principal Investigator

Job Purpose

To carry out research, provide administrative support and contribute to dissemination and engagement for the project 'Multi-platform media and the digital challenge: Strategy, Distribution and Policy' (ES/J011606/1) and to participate in the work of the Centre for Cultural Policy Research.

Main Duties and Responsibilities

1. To conduct research and support all aspects of the development and execution of the research project 'Multi-platform media and the digital challenge: Strategy, Distribution and Policy' (ES/J011606/1) working individually or jointly as assigned by the Principal Investigator.

2. To engage in research tasks including data-gathering, assisting in organizing and conducting interviews; participation in coding and analysis of media output; evaluation of findings; writing up of reports and of academic outputs for publication in peer reviewed journals and other suitable outlets.

3. To provide administrative support for the PI and the project including administration of meetings and regular website maintenance; maintaining records; organization of ongoing user interface and engagement activities (including the End of Project symposium).

4. To keep up-to-date with advances in the literature relevant to the project.

5. To participate in dissemination and engagement, including attendance at seminars and/or national and international conferences to present project findings.

6. To support and collaborate with colleagues working on the project; to administer and participate in team meetings/discussions; and more broadly to participate in the research activities of the Centre.

7. To contribute to the enhancement of the research environment and culture of the Centre and to assist in securing funds for future research.

8. To write up research papers and present research findings as appropriate at high level national and international meetings in order to maintain University recognition.

Knowledge, Qualifications, Skills and Experience

Knowledge/Qualifications

Essential

A1 Appropriate good first degree in a relevant subject area (e.g. media, economics, management, policy).

A2 A PhD in a relevant subject area and/or relevant research experience.

Desirable

B1 Knowledge of research methods relevant to analysis of media organizations, industries, processes, content and other outputs and/or policies.

B2 Knowledge and experience of conducting interviews.

B3 Up-to-date knowledge of debates, issues and trends related to media industries and media convergence.

B4 Experience of contributing to peer-reviewed publications.

Skills

Essential

C1 Excellent organizational and communication skills,

C2 Ability to self-motivate, plan and organize own work and to produce accurate work to deadlines,

C3 Ability to write clear research reports,

C4 Ability to work well in a team,

C5 Good analytical and numerical skills,

C6 Good interpersonal skills.

Desirable

D1 Skills in media analysis

D2 Ability to write academic papers to publishable standards.

D3 Skills in use of online social and communication platforms.

Experience

Essential

E1 1-2 years postdoctoral experience or equivalent.

E2 Experience in using relevant quantitative and/or qualitative skills to research and analyse media organizations, industries, processes, content and/or policies.

Desirable

F1 Experience of supporting the organization and administration of research projects.

Dimensions

• To carry out high quality research in a project funded by the ESRC.
• To provide effective administrative support covering all aspects of the project.
• To contribute to the dissemination of project findings through maintaining the project's website, and through producing conference papers and peer reviewed articles/chapters.
• To be a supportive, enthusiastic and flexible member of the project team based at CCPR, working in close collaboration with colleagues and sharing experiences and information.

Organisation Chart

Along with Film and Television Studies (FTV) and Theatre Studies (TS), the Centre for Cultural Policy Research (CCPR) forms part of the Theatre Film & Television Studies subject area based within the School of Culture and Creative Arts (CCA) which, in turn, is part of the College of Arts at the University of Glasgow.   Overseen by Head of School of CCA, the Centre operates under the leadership of its Academic Director.

	Head of School (Nicholas Pearce)	
Head of FTV subject group (Ian Goode)	Head of TS subject group (Anselm Heinrich)	Academic Director of CCPR (Philip Schlesinger)
FTV staff	TS staff	CCPR staff – including this post

Job Features

Planning and Organising

Responding effectively to duties assigned by Principal Investigator.

Planning administrative and research activities and working to deadlines.

Assisting with designing and organizing research.

Assisting in the planning of research outputs.

Assisting in the planning of dissemination and engagement activities related to the project.

Decision Making

In consultation with the Principal Investigator and within the context of the original project proposal, contributing to decisions on research directions and goals.

Determine own research agenda and prioritise own work on day-to-day basis, ensuring its effective execution.

Management of research time/setting of priorities to meet agreed schedules.

Participate and contribute to team meetings.

Identify best journals for publication and which seminars/conferences to attend.

Assist with identifying future funding sources.

Internal/External Relationships

Liaising with colleagues on the research team to exchange information to ensure efficient working.

Developing and nurturing relations with external bodies, policy-makers and individuals operating in industry at all levels to ensure co-operation in pursuit of the project's research aims.

Developing network of national/international contacts at universities and other appropriate bodies to support and advise on research programme.

Developing and sustaining relations with potential end-users.

Problem Solving

Assisting with problems relating to organization of data-gathering and/or field research.

Assisting with problems relating to delivery of results.

Assisting in progress towards evaluation and analysis of findings.

Work with other researchers in a collaborative way, where appropriate.

Assisting with problems relating to achieving objectives.

Appendix:

Multi-platform media and the digital challenge:
Strategy, Distribution and Policy

Project description

This project is about economic and social aspects of transformations taking place in the media industry as a result of digital convergence and growth of the internet. Lead by PI Gillian Doyle and Co-I Philip Schlesinger, it sets out to analyse the recent migration of media businesses towards diversified digital distribution and multi-platform growth strategies and the impact this has had on economic efficiency, the organization of production, and on the nature and diversity of content. What challenges are faced by public policy?

Using key case studies, the scope of the investigation will cover:
- economic opportunities and advantages created by multi-platform expansion;
- the role of convergent digital technologies and growth of the internet in encouraging such strategies;
- the impact of multi-platform on the production of media content and on diversity and pluralism;
 - implications for public policy and regulation.

The project investigates how current organisational responses to the arrival and growth of digital delivery platforms and especially the internet have altered and potentially improved the economics of supplying media.   Focusing on a range of prominent media organizations, it examines how a multi-media approach is affecting flows of jobs and investments across industry and to what extent this approach is enabling firms to exploit their resources and serve audience demands more effectively.

Another central concern is to investigate empirically how the adoption of a multi-platform outlook is affecting content. The project will examine how decisions about production, the assembly of finished products and content services, and the distribution and delivery of items of media content are changing in response to the impetus to deploy a multi-platform or360-degree approach. The research will also examine how the overall composition of media output is changing. In doing so it aims to find out whether multi-platform publishing and distribution is contributing to a widening of content diversity and choice or whether, conversely, multi-platform may be encouraging standardization and uniformity in the form of safe and popular themes and brands.

At a moment of increased recognition of the potential dangers posed by concentrations of media ownership and by lack of plurality in media provision, a study of the impact of multi-platform strategies on diversity of content promises to be of particular value. The project is also intended to contribute knowledge and offer potential impact in other key areas of public policy where digital convergence and emerging responses on the part of media organizations are crucial - notably, by analyzing the role of creative industries policies in supporting creativity and innovation.