JOB DESCRIPTION

Vacancy Ref: A3431

<table>
<thead>
<tr>
<th>Job Title:</th>
<th>Social Design Analyst, Connected Cumbria Project</th>
<th>Grade: 7</th>
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<tbody>
<tr>
<td>Department/College:</td>
<td>Sociology, Centre for Mobilities Research</td>
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<tr>
<td>Directly responsible to:</td>
<td>Prof Monika Büscher</td>
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<td>Supervisory responsibility for:</td>
<td>May include some supervision of interns</td>
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Other contacts

**Internal:**
Departmental Academic Staff, specifically Professor Stuart Walker, Imagination, Lancaster Institute for Contemporary Arts; Knowledge Exchange staff, Administrators, Technicians, Researchers and Students.
Innovation Architect, Logistics Analyst, Systems analyst

**External:**
Stakeholder partners: (Beneficiaries, Local Authorities, other Industry, NGO, other business support services)

The Social Design Analyst will work closely with academic staff within the Centre for Mobilities Research to coordinate activities to benchmark and improve SME connectivity in the county in the aftermath of the COVID-19 pandemic and in a climate-smart way. The role will aim to understand and address impacts upon individual businesses and groups brought about by changes in behaviour and patterns of working (with a shift to home working), greater reliance on digital connectivity and a reduction in all modes of physical mobility. The activity will be delivered within a work package entitled ‘Connected Cumbria’ as part of the ERDF funded Cumbria Innovations Platform Phase II (CUSPII) project and will feed into a broader raft of analysis designed to inform policy across the broader connectivity landscape within the region.

The successful candidate will have experience of delivering multi-stakeholder diagnostics and client facing consultations with a view to developing ‘roadmaps’ for improved connectivity both for individual project beneficiaries and as part of a broader, county wide stakeholder initiative. You will take an active role in building relationships with SME beneficiaries, by understanding their needs, benchmarking their ‘place’ within the connectivity infrastructure and agreeing programmes of activity to enable them to become more resilient and ‘better connected’ in a post COVID future. In undertaking this activity, the post holder will also secure contractual outputs related to the project’s funding programme.

The Social Design Analyst will work alongside three other new appointments (Innovation Architect, Systems Analyst and Logistics Analyst) within the Connected Cumbria work package to enable interdisciplinary solutions for participating beneficiaries and stakeholder groups.

**Major Duties:**

1. To diagnose individual beneficiary challenges and translate into viable project plans/roadmaps making recommendations for the implementation of connectivity innovations.

2. To work with SMEs and their stakeholders to identify and engage with relevant social, economic and design evidence around mobilities and immobilities to improve the social, economic, environmental sustainability of Cumbria. This could be mobilities of people (residents, employees, tourists), goods and services produced or consumed in Cumbria, data, policies and other relevant matters.
3. To synthesize insights from relevant existing data and experiences, to design and conduct studies to address specific project needs, to draw inspiration from social and economic science and design research.

4. To develop insights into constructive, creative, experimental designs of future mobility systems for a Connected Cumbria in collaboration with the research team.

5. To visualise future mobility systems with the project beneficiaries and broader stakeholders. This may take the form of visual narratives (e.g. Dreams of a Low Carbon Future), pragmatic visualizations designed to communicate ideas and processes, or more experimental and collaborative approaches.

6. To promote the take-up of business practices and technologies for improved connectivity and aligned with the CUSP II client journey, such as:
   - distribution and logistics analysis of supply chains and last mile distribution
   - decarbonisation and green mobility
   - adoption of multimodal transport including cycling and walking
   - 5G / broadband / internet of things
   - business continuity planning for flooding or other crisis

7. To conceive, edit, author and contribute to interdisciplinary policy documents and summary findings arising from the Connected Cumbria project, including non-academic facing reports, datasets and deliverables.

8. To develop new concepts and methodologies for understanding socio-technical innovation and to engage stakeholders and engineering and design colleagues in interdisciplinary studies, communicating findings to relevant audiences as appropriate.

9. To contribute to the national and international reputation of the Connected Cumbria project and the Centre for Mobilities Research, including developing web content, some administrative tasks, organising events (from workshops to conferences), attracting and fulfilling invitations to speak at relevant international events.

10. To participate in developing future opportunities for project stakeholders that build upon the findings and results of Connected Cumbria.

11. To work within the strategic direction of the University as a whole and the University’s code of ethics and practice guidelines.

12. Provide support and guidance to the project technical team in the development of integrated connectivity solutions, in line with specified areas of expertise.

13. Monitor the client portfolio to ensure customer service levels are maintained, ensuring that projects are delivered within specified timescales.

14. Ensure all client information is kept up to date through the completion of paperwork and other related administration in line with policy and funding body requirements.