AHRC-DCMS Policy Fellowships 2021: Opportunity Description

Fellowship Title: Digital and International Audiences

Policy area: International Arts and Culture and Digitalisation

Relevant academic disciplines: Arts and Humanities, notably Cultural and Museum Studies, Creative and Performing Arts

Practical details

Start of 3-month inception phase: 1st June 2022

Length of core placement: 6-9 months

FTE for core placement (range): 0.5 – 1

Location requirements: This role will be based in any one of DCMS's regional hubs. Hubs are currently based in London and Manchester, with further regional hubs set to be established in the near future. Depending on the team and role, candidates will be expected to adopt a hybrid working pattern, with some attendance at the office, and some home/remote working. Travel to and from the candidate's base office will not be funded by DCMS and should therefore be factored into your application. In the application, please base your commuting costs on the location of your preferred hub.

Detailed description

This fellowship offers an exciting opportunity to work with the Arts, Heritage and Tourism directorate in the Department for Digital, Culture, Media and Sport (DCMS) to explore how the UK's arts and culture sector has adopted digital practices to reach international audiences during the pandemic.

You will work closely with the Tourism, International Culture and Diplomacy (TICD) team providing insight into cultural organisations' use of digital content to engage with international audiences. We are a friendly and vibrant policy team who strive to work in an integrated way with other teams in DCMS and maintain strong links with other government departments. This work will directly inform policy developed by the wider team in this space.

In July 2021, DCMS and the Arts and Humanities Research Council (AHRC) published the Boundless Creativity Report. This AHRC led research project, in collaboration with DCMS, was set up to examine the role of innovation in shaping cultural experiences during the pandemic and generated a rapid evidence assessment to help inform the recovery, renewal and future growth of the UK's cultural and creative sectors.

The report recommended further exploration of how the UK's arts and culture sectors can reach new global audiences through digital content, building on the innovative methods undertaken by organisations in reaching audiences digitally during the pandemic.

This research fellowship offers an exciting opportunity to develop the evidence base on how these sectors use digital technology to engage with international audiences, to understand how this evolved over the course of the pandemic, and how the sector may seek to engage with international audiences digitally in the future.

This fellowship would seek to explore:

- How the pandemic has affected UK arts and cultural organisations' use of digital technology to engage with international audiences. Research would seek to explore the impact digitalisation has had on revenue generation and diversification of income, sector resilience, audience engagement and enrichment, and artistic development.
- How impactful this change is likely to be on the UK arts and culture sectors in the future, and their international outreach and engagement. For example, research could seek to explore the longevity of the impacts listed above, and whether these have resulted in structural changes to the way culture is produced or consumed in the sector.
- How the audience for international digital content has developed during the pandemic, and how this might change in the future. For example, research might seek to develop our understanding of the demographics of international digital audiences through age, or location (both nationally and internationally).
- The benefits to UK organisations and wider impacts of engaging digitally with international audiences.
- The barriers preventing UK arts and cultural organisations from digitally engaging with international audiences.
- What impact digital engagement has on collaboration across sectors and disciplines, and with other countries, and how this benefits UK organisations.
- What impact digital engagement has had or may have on the environmental impact of international work.

The researcher would produce:

- A policy implications research paper, summarising the research and any evidence base established. The research paper would include policy recommendations for the policy area and identify areas where more evidence may be needed to support policy development.
- An online roundtable of relevant stakeholders

The role would primarily focus on the arts and cultural sectors, including, Theatre, Dance, Music (including classical music), Performing Arts, Visual Arts, and Museums.

Person specification

Applications will be assessed against the following opportunity-specific requirements in addition to the generic eligibility and call criteria.

Essential skills and expertise:

- Be able to work effectively at pace to deliver expected outcomes, including working as part of a team on shared goals
- Excellent written and verbal communication skills, with the ability to translate complex information into meaningful narrative that is accessible to a non-academic audience.
- Excellent stakeholder engagement and collaboration skills
- Insight into working in a governmental policy context
- The ability to design and lead on knowledge exchange activity between research, policy and funder communities.
- Working experience of conducting qualitative and quantitative research
- Experience working with colleagues from different specialisms, professions, or

government departments
- A proactive mindset, capable of identifying issues/opportunities and driving progress autonomously.
- Experience of programme or project management.

Desirable skills:

- A strong interest in the role of arts, culture, and heritage in promoting economic growth and improving social outcomes
- A strong interest in digital innovation in the UK's arts and culture sector
- Well organised and structured approach to work
- An understanding of different research methods