

JOB DESCRIPTION



Job Title	Research Fellow (Consumer & Retail Experiences), The Business of Fashion, Textiles and Technology Partnership	Duration	Fixed-term for 2 years
Division	Collections	Hours/FTE	27 hours per week (0.75 FTE)
Dept	Research		
Reports to	Director of V&A Research Institute	Direct Reports	N/A

Context

The V&A Research Institute (VARI) is part of the Collections Division and conducts, facilitates and promotes research across all aspects of the Museum's collections and activities. VARI manages a portfolio of externally-funded research projects; hosts and supports R&D for exhibitions, publications and other public outputs; and promotes and broadcasts research produced across the Museum. In addition to its permanent staff VARI's network consists of visiting scholars and seconded staff engaged in specific research projects and a large postgraduate community, including its V&A/RCA History of Design Programme and the AHRC's Collaborative Doctoral Partnership (CDP) and Doctoral Training Partnership (DTP) schemes.

The Business of Fashion, Textiles and Technology' (BFTT), led by Director, Professor Jane Harris, University of the Arts London, is one of nine Creative R&D Partnerships, as part of the £80m Creative Industries Cluster Programme, funded by the Industrial Strategy, delivered by AHRC – <http://bftt.org.uk>. BFTT aims to accelerate the growth of fashion, textile and technology SMEs through collaborative R&D partnerships and projects. It focuses on delivering innovation within the entire fashion and textile supply chain, with special attention given to positioning industry as agents of new technology and materials development. The V&A is a partner on the BFTT project, with particular involvement in two work packages: 'Reimagining the consumer and retail experience' and 'Rethinking material resources and technical opportunities.'

Main Purpose of job

The Research Fellow will support the PI and Co-Is in the delivery of the project challenge: **Reimagining the consumer and retail experience**. This challenge focuses on how consumer engagement for fashion, textile and technology businesses now entails a complex mix of providing compelling experiences and convenience, further complicated by the collision of physical and virtual retail environments. Advances in technology offer greater opportunity for integration and complementarity between spheres which are distinct but have overlapping concerns: retail and cultural spaces, and online channels. The Fellow will be based at the V&A and will work in collaboration with V&A researchers, curators and conservators, the Principal Investigator (UAL) and Co-Investigators at other institutions to research fashion consumption cultures and online retail experiences, investigate virtual fashion experiences and identify opportunities for future developments.

Key Responsibilities

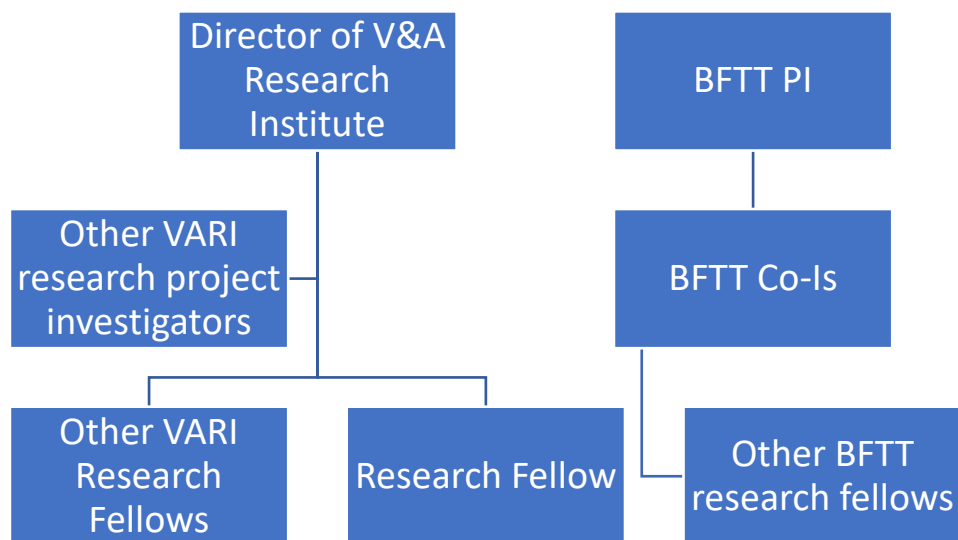
Undertake a qualitative study in the area of fashion consumption, consumer engagement, compelling experiences and convenience
Undertake a literature review of academic work on cultures of fashion consumption and experience of fashion retail environments
Act as the primary point of contact between VARI / V&A, UAL and other academic and industry project partners to ensure alignment of research with the broader BFTT project and to build links between V&A and the creative industry partners
Identify opportunities for research to contribute to new thinking and the development of new experiences such as at V&A East or in Fashion Gallery displays and programming
Collaborate and help coordinate the range of cultural research being conducted across the BFTT partnership
Work with the Principal Investigator and Co-Investigators to produce papers for publication in international peer-reviewed journals, and for presentation at relevant conferences
Attend and present at project meetings and to external stakeholders.
Maintain confidentiality at all times and ensure that intellectual property (IPR) agreements are not violated

The above job description is intended to be an outline of the duties and responsibilities for this role. This is not exhaustive, and it is likely to change over time. You may be expected to undertake other duties that are commensurate with this role

PERSON SPECIFICATION

Job Specific	PhD or equivalent experience in a relevant field, such as fashion history, anthropology or digital humanities
	Experience of undertaking research with collections
	Demonstrable experience of working as part of a research project with a range of partners
	Strong research writing, presentation and editing skills
Core Skills	Excellent standard of written English and highly numerate with the ability to carry out complex numerical analysis
	Significant interpersonal and consultative skills, including the ability to communicate, present, negotiate, influence and build credibility with colleagues and external parties
	The ability to use MS Office and other relevant IT systems as appropriate for the role.
	Proven ability to manage a high workload and multiple priorities whilst meeting deadlines
Behaviours	Respects others' expertise, time, perspectives and contribution.
	Takes responsibility for delivering on actions, achieving high-standards and learning from mistakes
	Open to change , new ideas and suggestions; looks for opportunities for improvement and self-development
	Works with others outside their own department in a collaborative, understanding, and, engaging way.
Desirable	1. Experience of relevant creative industries, such as fashion and textiles or the digital economy
	2. Experience of creating digital experiences within a commercial or public sector
	3. Demonstrable interest in the broader scope of the BFTT project, such as in the circular economy, textiles innovation, business opportunities, heritage and display

Position in the team



Hours: Net working hours (i.e. excluding meal breaks) are 27 hours per week.

Normal working hours are 9am-5.15pm Monday to Thursday and 9am-5pm Fridays.