

## RESOURCING/

### JOB DESCRIPTION:

## Postdoctoral Research Associate (PDRA)



<b>Ref Number:</b>	<b>KBS-193-24</b>
<b>Salary Scale:</b>	<b>Grade 7: £36,386-£40,931 per annum</b>
<b>Contract:</b>	<b>For a fixed term period of 12 months Full Time – 1FTE</b>
<b>School/Department:</b>	<b>Kent Business School</b>
<b>Location:</b>	<b>University of Kent, Canterbury campus</b>
<b>Responsible to:</b>	<b>Professor Ben Lowe</b>
<b>Expected start date:</b>	<b>June 2024</b>

### The Role

The PDRA will support ongoing work on the [FoodSEqual](#) project (part of the [Transforming UK Food Systems](#) funding programme). FoodSEqual's vision is to provide citizens of culturally-diverse disadvantaged communities with choice and agency over the food they consume, by co-developing new products, new supply chains and new policy frameworks that deliver an affordable, attractive, healthy and sustainable diet. The PDRA will join the Department of Marketing, Entrepreneurship and International Business (DMEIB) at Kent Business School. The successful candidate will work closely with Professor Ben Lowe and other colleagues from the FoodSEqual project with the specific remit of providing input into the pricing of the new products developed as part of the project. The focus here will be on the development and evaluation of pricing strategies for disadvantaged communities. This is expected to lead to publishing opportunities in internationally refereed journals arising from this innovative and timely project. The PDRA will have latitude to help frame and design the specific programme of research but will work closely with other colleagues from the project to satisfy the project aims around pricing the new products that are developed. The post holder will further assist in the preparation of conference papers, journal articles, and will also be able to take advantage of the research culture at Kent Business School by attending and contributing to research seminars, and workshops.

Candidates will have access to a travel budget and will be expected to travel to different sites in the south of England where the project is taking place (e.g., Reading, Plymouth, Tower Hamlets, Brighton). Given the nature of the role there is some scope for remote working and also the possibility that the role could involve some time spent at the University of Reading's Whiteknights Campus working in collaboration with other project members. Working arrangements will be explored at interview.



## Key Accountabilities / Primary Responsibilities

The successful candidate will:

- Work closely with other colleagues on the FoodSEqual project to assist in delivering its aims.
- Develop novel approaches to pricing new food products to disadvantaged communities, consistent with the project's aims.
- Develop a programme of research around pricing new products to disadvantaged communities.
- Disseminate research findings from the project through conference presentations, peer reviewed journals and research seminars.

## Key Duties

With the support of Professor Ben Lowe and other colleagues working on the project, the post holder will be expected to:

- Liaise with colleagues on the FoodSEqual project to advance the project aims.
- Review the scientific literature relevant to food pricing and related areas.
- Work with a wide range of stakeholders, including businesses, communities, FoodSEqual colleagues, and others, to obtain information used to inform pricing practices in this context.
- Identify sources of existing data and initiate new data collection activities to address any data gaps.
- Conduct primary and secondary research to better understand the pricing and affordability context for disadvantaged consumers.
- Contribute to the FoodSEqual project and the wider KBS research and innovation culture by attending and contributing at meetings, research seminars and workshops.
- Lead and contribute to the development of conference presentations (including presenting at conferences) and journal articles which arise from the project's findings.
- Engage in continuous professional development.

## Health, Safety & Wellbeing Considerations

This role involves undertaking duties which include the Health, Safety and wellbeing issues outlined below. Please be aware of these, when considering your suitability for the role.

- Regular use of Screen Display Equipment

## Internal & External Relationships

**Internal:** Staff within Kent Business School and more widely across the University.

**External:** The post holder will work closely with colleagues from FoodSEqual and the communities involved with the project. They will also collaborate more widely across the Transforming UK Food Systems (TUKFS) funding programme and other related organisations..

## Person Specification

The Person Specification details the necessary skills, qualifications, experience or other attributes needed to carry out the job. Please be aware that your application will be measured against the criteria published below.

Selection panels will be looking for clear evidence and examples in your application, or in your cover letter where applicable, which back-up any assertions you make in relation to each criterion.

<b>Qualifications / Training</b>	<b>Essential</b>	<b>Desirable</b>	<b>Assessed via*</b>
A PhD degree in Marketing or a related discipline, involving consumer research.	✓		A
<b>Experience / Knowledge</b>	<b>Essential</b>	<b>Desirable</b>	<b>Assessed via*</b>
Knowledge of marketing, business and management principles.	✓		A
Knowledge of contemporary pricing practices.	✓		A, I
Knowledge of qualitative and/or quantitative research methodologies and related computer software.	✓		A, I
Knowledge of the food industry and current social trends related to food.		✓	A
Experience with working on funded research projects and collaborating with a diverse range of stakeholders.		✓	A, I
Experience working independently and to tight deadlines, with the ability to manage own research activity	✓		I
A record of publications in quality peer reviewed journals, commensurate with stage of career.	✓		A
<b>Skills / Abilities</b>	<b>Essential</b>	<b>Desirable</b>	<b>Assessed via*</b>
Strong social science research and logical reasoning skills.	✓		I
Good IT skills.	✓		I
Ability to communicate clearly and effectively with a range of stakeholders both in writing and in person.	✓		I
Good presentation skills.	✓		I
Excellent interpersonal skills.	✓		I

Ability to work independently, use initiative, and work creatively to resolve technical problems.	✓		I
<b>Additional Attributes</b>	<b>Essential</b>	<b>Desirable</b>	<b>Assessed via*</b>
Continued interest to develop professional profile, knowledge and skills	✓		I
Ability to collaborate with colleagues within the FoodSEqual project, the Business School and beyond	✓		I
Interest to promote research using a range of media (e.g., social media)		✓	I

**\*Criterion to be assessed via:**

**A = application form or CV/cover letter**

**I = interview questions**

**T = test or presentation at interview**

