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**JOB DETAILS: KTP RESEARCH ASSOCIATE – HITACHI EUROPE LIMITED and GOLDSMITHS**

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**A BEHAVIOUR CHANGE TOOLKIT FOR SMART MOBILITY  
FUNDED BY HITACHI EUROPE LIMITED AND INNOVATE UK**

<b>Job Reference:</b>	9700
<b>Department:</b>	Psychology
<b>Grade/ Salary:</b>	Grade 7 SP32
<b>Contract Type:</b>	Fixed term 24 months
<b>Hours:</b>	Full time
<b>Location:</b>	Remote working; London Wall; New Cross

Opening date for applications: 13 September 2022

Closing date for applications: 11 October 2022

Interviews: 12-14 October 2022

Please note that the content and key details of your application and will be shared with Hitachi Europe Limited, who will be involved with the recruitment and selection process.

### **Hitachi Europe Limited**

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Hitachi Europe's main activity is import and sale of electronic products, equipment and components to consumers and other businesses; but it also provides shared services to the regional offices of the smaller Hitachi Group companies. In particular, it hosts Hitachi's European R&D (ERD) Centre where the Knowledge Transfer Partnership (KTP) Associate will be based, focusing on supporting development and evaluation of future commercial offerings.

The European R&D Centre is funded through award of annual funding from Corporate R&D, European and Japanese internal business units and a small selection of

collaboration projects attracting external grants from funders such as Innovate UK and the Department for Transport.

The business case for the KTP is built around the opportunity to establish and grow a new capability as a Centre of Excellence on Behaviour Change, within Hitachi's R&D group, based in the European R&D Centre in London, that can engage with other internal and external parties, demonstrate the value and influence policies and guidance for the mobility sector in the UK, and then expand to other sectors such as energy and the circular economy - whilst exporting this to other Hitachi companies across mainland Europe and globally. The Company supervisor will be Andrew Broadbent, Head of the Mobility System Laboratory, at the European R&D Centre and you will have opportunity to directly work alongside and engage with other researchers and service designers based in the London office and will be encouraged to collaborate with other members of the global R&D Group.

Hitachi Rail is seen as the initial company within Hitachi Ltd who would showcase and commercialise ERD's behavioural insight. Hitachi Rail is recognised as a global manufacturer of rolling stock (High speed, regional and metro trains, plus trams and metros) and signalling / traffic management solutions. It is now building a dedicated and enhanced digital focus -- establishing a presence in ticketing, Mobility as a Service (MaaS) and additional services for transport operators/city authorities.

## **GOLDSMITHS, UNIVERSITY OF LONDON**

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Goldsmiths, University of London is a world-leading centre of educational excellence where ground-breaking research meets innovative teaching and thinking. We're looking for inspiring and talented people to help build on our global reputation while also growing personally in a true learning organisation.

The Department of Psychology is renowned nationally and internationally for its applied and interdisciplinary research from a strong theoretical base in the fundamentals of human psychology. In REF 2021, 20% of our submission was judged world-leading and an additional 62% as internationally excellent.

The academic lead for the KTP is Professor Jonny Freeman, who is also Academic Lead for Knowledge Exchange for Goldsmiths, and Managing Director of i2 media research limited (Goldsmiths' spin-off company, which he founded in 2001/2). His academic team always looks to apply its knowledge in new areas in pursuit of societal impact, and the challenge of supporting the transition to zero carbon transport is one of the most pressing issues facing contemporary society. Importantly, Freeman has already undertaken consultancy for Hitachi and established a strong working relationship with the business partner supervisor, Andrew Broadbent.

This KTP aligns perfectly with Goldsmiths' overarching themes and campaigns, in particular our focus on environmental issues: Goldsmiths launched its Green New Deal in 2019 with a commitment to become carbon-neutral by 2025. It also directly links to at least two of Goldsmiths research themes: "Bodies, Minds, Society" and "Technologies, Worlds, Politics".

Of key importance to Professor Freeman is knowledge exchange being a two-way process. This KTP promises generation of new, in-depth knowledge relating to how best to incentivise sustainable transport mode decisions, and how this this can be applied to the optimisation of MaaS platforms. This holds the dual promise of pure research knowledge and applied insight, providing both for high profile academic publications and genuine impact beyond the academy. Publication targets include: Transportation Research Interdisciplinary Perspectives, Transport Reviews and Transportation.

Freeman's previous deployment of his behavioural insight and behaviour change methodologies (the toolkit) have formed the basis of two highly rated REF Impact Case Studies for the Psychology Department at Goldsmiths: 2014's on the impact of his research on the successful digital TV switchover, and 2021's on the impact of his research on the UK's Creative Industries, through changing audience behaviour to engage with live performance digitally. We expect this KTP to form the basis of a third Impact Case Study, applying the same methodology to sustainable mobility.

Furthermore, research learnings will be incorporated both into unaccredited short courses, and case studies and example projects on relevant MSc and PGR modules that Professor Freeman teaches.

For more information about the Department of Psychology please visit:  
<https://www.gold.ac.uk/psychology/> We are happy to supply information in alternative formats for disabled applicants. Please contact [hr@gold.ac.uk](mailto:hr@gold.ac.uk) to make your request.

Please note that the content and key details of your application and will be shared with Hitachi Europe Limited, who will be involved with the recruitment and selection process.



Passionate about advancing equality  
and celebrating diversity.  
Together, we are different



## JOB DESCRIPTION

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The fundamental goal of this project is to develop and apply an understanding of how consumers' default transport mode choices can become more sustainable. As we move towards climate-neutral mobility, future transport systems must be smart, competitive, safe, accessible and affordable -- and Hitachi Europe Limited (HEL) is leading the way in Smart Mobility (SM). Building on HEL's existing R&D strengths, this KTP will embed a new innovation-capability of behavioural science for behaviour change, with specific project foci dictated by HEL's business needs across its commercial business units.

Broadly, the project will focus on:

1. developing and embedding an in-depth understanding of the psychographic (attitudinal, contextual and life stage) drivers and barriers transport users will face in adapting behaviour to benefit from SM.
2. applying this to generate testable hypotheses on the effectiveness of candidate technological and communications-focused approaches supporting consumer acceptance of SM amongst both users and non-users.
3. testing the most promising hypotheses in pilot collaborations between Hitachi business units and key partners (e.g. city transport authorities).

These objectives will be met through development, execution and evaluation of a multi-method research programme, with social innovation at its core - a key part of Hitachi's mission for over 100 years.

### ***The main responsibilities of the job***

As a KTP Associate you will be responsible for the day-to-day management of the project, and report to the Local Management Committee (LMC) on a four-monthly basis. You will need to investigate and develop the research into the appropriate solutions and interventions for the project to evaluate. You will design, implement and test these solutions and interventions, and integrate them with existing systems at Hitachi Europe and its various business units. You are required to fully document your work and provide appropriate benchmark analyses. Finally, you will be expected to organise your own personal development for which you are given a budget.

To achieve this, you will be supported in the first instance by an Academic Supervisor (Prof Jonny Freeman) and a Company Supervisor (Andrew Broadbent) to whom you should report and seek assistance when required. The role of the Academic Supervisor is to assist you with the research side of the project. Similarly, the Company Supervisor will assist you on implementational issues and all matters pertaining to the company. For matters regarding your personal development and general KTP matters, you will be advised by a KTP Advisor (Dr Matthew Hogan, Innovate UK) who you should meet with on a four-monthly basis (on the days of the LMC). Other key stakeholders in the project will take an active role in supporting you and will be present at the LMCs; these include the Project Chairman (Dr Kazuyuki Sugimura, European R&D Centre), Academic Support (Dr Daniel Stamate, Goldsmiths) and Project Manager (Tom Steer, Goldsmiths).

Your role will be hybrid, with working from home/ remotely combined with attendance at your main place of work within the company, whose offices are located at 125 London Wall. You will be expected to become an active member of the development team and undertake other duties as may reasonably be required (without detriment to the overall project). You will also meet with your Academic Supervisor from Goldsmiths on a weekly or fortnightly basis. Your employment will be with Goldsmiths and you will be required to generally adhere to Goldsmiths standard working practices; these include:

- At all times to carry out your responsibilities with due regard to the College's Equal Opportunities Policy.
- At all times to help maintain a safe working environment by attending training as necessary and following the College's health and safety codes of practice and policy.

As you will be based at Hitachi Europe Limited premises at 125 London Wall, London, you will also need to abide by Hitachi Europe Limited's policies and procedures. In the event of any conflict, this should be raised with your Academic and Company Supervisors in the first instance.

This is a challenging project with substantial investment being made. The right candidate will have to be keen to exploit the learning opportunities and take advantage

of the commercial experience. The project is well suited to form the core of a PhD, and support will be given for the successful candidate wishing to pursue an MPhil/PhD programme based on the project. In addition to this, you will be given the opportunity to register for an NVQ Level 4 in Management and attain membership of relevant professional organisations.

## **KNOWLEDGE TRANSFER PARTNERSHIPS**

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Knowledge Transfer Partnerships (KTPs) support the partnership between business and universities or research organizations, placing graduates (KTP Associates) to work on challenging, high-profile projects. Benefits from participating in a KTP scheme include

- Accelerating your career
- Gaining valuable experience and making a contribution
- Earning a good salary
- Receiving practical and formal training and gain marketable skills
- Benefiting from the support of academic experts and KTP Advisers
- Enjoying an excellent chance of a permanent post with the company

Funding has been awarded for a Knowledge Transfer Partnership between Goldsmiths, University of London, Department of Psychology and Hitachi Europe Limited, European R&D Centre. This two-year project concerns the development of a behavioural science and behaviour change centre of excellence within Hitachi Europe Limited's European R&D team, and its application to the benefit of Hitachi business units. The European R&D team in which the role is located is based in London.

## **THE PERSON**

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You should have at least a 2-1 bachelor's degree or higher degree and ideally a PhD. You should have a good aptitude for and interest in behavioural science, experimental design, user research methodologies, and qualitative and quantitative research skills. You will also be an effective communicator with experience of working in an interdisciplinary context (e.g., with engineers, designers, psychologists, and computer scientists), and ideally experience of prioritising competing project priorities and foci on

collaborative R&D projects. You will also have excellent communication skills for social interaction and team engagement, a demonstrable ability to communicate research recommendations with authority and persuasively, and sensitivity to the dynamics and politics of different teams within client/ partner organisation(s). You have the right to work in the UK, and be proficient with office IT software typically used for research and analysis (e.g., SPSS, Office 365). Conversational and written capabilities in a second language (Italian, German or Japanese) would be desirable.

You will be flexible and self-motivated and be able to organise and manage your own day-to-day activities. An enthusiastic and proactive outlook will be an asset.

Candidates with different experience will be considered provided sufficient aptitude and potential can be shown. However, the candidate must be at the beginning of their career to satisfy KTP requirements.

Additional duties:

- Communicating effectively with other staff
- Participating in various forms of public engagement, working with Goldsmiths' communication team where appropriate
- Attending staff development, as needed, to develop research skills
- In addition, you will be required to undertake any other duties as may reasonably be required;
- At all times to carry out your responsibilities with due regard to the College Code on Equality and Diversity/Dignity at Work Policy;
- At all times to help maintain a safe working environment by attending training as necessary and following the College's Health and Safety Codes of Practice and Policy

## **PERSON SPECIFICATION**

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Detailed below are the types of qualifications, experience, skills and knowledge which are required of the post holder. Selection will be made upon evidence of best-fit with this criteria.



The Essential criteria sections show the minimum essential requirements for the post, therefore if you cannot demonstrate in your application, you meet the essential criteria categorised below, you will not be invited to interview.

The Desirable criteria sections show additional attributes which would enable the applicant to perform the role more effectively with little or no training.

The Category column indicates the method of assessment:

**A = Application form**      **C = Certificate**  
**I = Interview**              **R = Reference**  
**T = Test / P = Presentation**

	<b>Category</b>
<b>Essential Criteria 1 - Qualifications</b>	
2.1 or higher undergraduate degree in a relevant discipline	A, C, I
<b>Essential Criteria 2 - Experience</b>	
Experience of working and conducting research with a range of stakeholders;	A, I, R
<b>Essential Criteria 3 - Knowledge</b>	
Behavioural science: aptitude for and interest in behavioural science	A, I, R
Research Methods: experimental design, user research methodologies, and qualitative and quantitative research skills	
Proficient with office IT software typically used for research and analysis (e.g., SPSS, Office 365)	A, I, R
<b>Essential Criteria 4 - Skills</b>	
Effective communicator with experience of working in an interdisciplinary context (e.g., with engineers, designers, psychologists, and computer scientists)	A, I, R
Experience of prioritising competing project priorities and foci on collaborative R&D projects	A, I, R
Ability to work independently	A, I, R
Good teamworking skills	A, I, R
Good communication skills for social interaction and team engagement	A, I, R
Demonstrable ability to communicate research recommendations with authority and persuasively	A, I, R
<b>Desirable Criteria 1 – Experience</b>	
PhD or equivalent research experience in a relevant discipline	A, C, I
Masters or equivalent research experience in a relevant discipline	A, C, I

<b>Desirable Criteria 2 - Knowledge</b>	
Research Methods: experimental design, user research methodologies, and qualitative and quantitative research skills <b>including factor and cluster analysis</b>	A, I, R
<b>Desirable Criteria 3 - Skills</b>	
Maturity and sensitivity to navigate the dynamics and politics of different teams within client/partner organisation	A, I, R
Ability to communicate research effectively to people from a wide range of disciplines	A, I, R
Ability to communicate (verbally and written) in second language (ideally, Italian, German or Japanese)	A,I

**Please also note that where qualifications are required, employment is conditional on the verification of them. Qualifications (must be original documents) will be checked on the first day of appointment.**

For more information about the role, please contact Prof Jonny Freeman, [J.Freeman@gold.ac.uk](mailto:J.Freeman@gold.ac.uk)

## SUMMARY OF BENEFITS

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If you choose to work with us, you'll become part of a learning organisation that is committed to professional and personal development, with a comprehensive and innovative staff development programme.

You'll also have access to frequent lunchtime and evening talks, seminars and performances, and annual performance and development reviews.

Our other benefits include:

- Competitive salary
- Excellent annual leave entitlement plus additional closure days at Christmas and Easter
- Membership of USS or LPFA pension scheme, dependent upon grade
- Access to exclusive discounts, including high street retailers
- Maternity, paternity, shared parental leave and adoption leave and pay and tax efficient childcare voucher scheme
- Contractual sick pay provision
- Free eye tests
- Wellbeing initiatives including the Chaplaincy and Staff Choir

- On-site dining facilities
- Access to University of London facilities such as Senate House Library

## Further information

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For more information about Goldsmiths, please visit: [www.gold.ac.uk/about](http://www.gold.ac.uk/about)

We can supply information in alternative formats for people with a visual impairment or dyslexia. For this please contact [hr@gold.ac.uk](mailto:hr@gold.ac.uk), or visit [www.gold.ac.uk/hr](http://www.gold.ac.uk/hr).

Shortlisted candidates will undertake a to undertake a SHL Occupational Personality Questionnaire in line with Hitachi Europe Limited's recruitment process.

Please note that the content and key details of your application and will be shared with Hitachi Europe Limited, who will be involved with the recruitment and selection process.

***Thank you for your interest in working with us, we wish you all the best with your application.***