Effective date- TBC 2025

Gateshead Council

Role Profile – Ethnographic Research Assistant in Active Travel

INFORMATION ABOUT THE ROLE:

Group	Public Health and Wellbeing
Service	Health Determinants Research Collaboration
Location	Gateshead Civic Centre
Line Manager	HDRC Research Lead / NIHR Research Fellow
Grade/SCP	*Grade I 28-31*

JOB PURPOSE:

- Central Government has invested heavily in 'active travel' with the aim to get more people travelling under their own power by 2030. Gateshead's HDRC has been awarded funding from the National Institute for Health and Care Research (NIHR) – the UK Government's health and social care research funding body – to understand how we can help support some of our marginalised communities to walk, wheel, and cycle more (Award ID: NIHR303548). Your role will be critical to the success of this research. You will be responsible to use your research skills to work closely with our residents to understand, detail, and communicate the specific needs and challenges of some of our communities in relation to travel and transport. You will help to identify and develop opportunities to increase participation in walking, cycling, wheeling, and other self-powered modes of transport around our region. You will work closely with the award holder across the whole research cycle to deliver the proposed programme of research and to the associated deadlines. This will require a wide range of activities, and you will have to be dynamic and have a willingness to engage with all aspects of the project and research cycle.



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WHAT WE WANT YOU TO DO:

- Critically appraising the academic evidence across a number of thematic disciplines that will likely include public health, anthropology, epidemiology, and transport.
- Collating a range of data, both quantitative and qualitative, to help form a picture of transport provision and engagement across the borough of Gateshead.
- Developing and delivering deep, context-rich qualitative research (ethnography) that uses a range of research methods, such as participant observations, go-alongs, interviews, and focus groups that captures insight as to specific community experiences and preferences regarding local travel.
- Helping to identify the opportunities and mechanisms that has the potential for population-level impact with regards to increasing participation in walking and wheeling in those groups with historical low levels of engagement.
- Working with a diverse range of stakeholders that will include residents, decision makers, council officers, third sector, and academics.
- Communicating the findings of the research to a wide audience, both lay and expert.
- Occasional travel to deliver the research, meet with project partners, and undertake training both within and beyond the region.



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WHAT YOU NEED TO BE SUCCESSFUL…THE ESSENTIALS:

THE KNOWLEDGE

- Academic research, particularly qualitative methods of data collection and analysis.
- In-depth understanding of the concept of ‘active travel’ and a broad understanding of the barriers and facilitators associated with mass-engagement in walking and wheeling for transport.
- An understanding of those organisations in a position of influence regarding transport policy and infrastructure delivery.
- Knowledge of health inequalities and the social determinants of health.

THE EXPERIENCE

- Evidence of developing and delivering in-depth qualitative research, ideally ethnographic research.
- Evidence of your ability to construct and communicate a strong coherent narrative and passionately able to state your case.
- Evidence of your ability to plan research activities and adhere to specified deadlines.

THE SKILLS

- The ability to critically appraise and extract evidence and insight from both academic and non-academic literature.
- The confidence to work independently, specifically to develop and deliver a robust programme of research.
- You are able to listen. To hear and account for the range of insight from a diverse group of stakeholders.
- Adept at collaborating across teams and/or organisations to help create and co-deliver shared goals.



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WHAT YOU NEED TO BE SUCCESSFUL…DESIRABLES:

THE KNOWLEDGE

- Demonstratable knowledge of Gateshead and its diverse communities.
- An understanding and appreciation of Gateshead Council's Thrive agenda.
- An understanding of public health (population-level) principles.
- Regional research infrastructure within and beyond our universities, particularly those in health improvement such as Fuse and NIHR's Applied Research Collaboration North East and North Cumbria.

THE EXPERIENCE

- Community transformation.
- Public health promotion activities.
- Contributing to academic publications.
- Working with third sector organisations.

THE SKILLS

- The confidence and ability to facilitate research workshops.
- The ability to present complex issues with clarity to a variety of audiences.



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OUR COMPETENCIES... HOW WE WANT YOU TO BE*:*

CUSTOMER FOCUSED
Puts the customer first and provides excellent service to both internal and external customers

GREAT AT COMMUNICATION
Uses accessible and inclusive methods to express and deliver accessible information in a clear and concise way to ensure our diverse workforce and communities understand

TEAM PLAYER
Works with others to achieve results and develop good working relationships

MAKE THINGS HAPPEN
Takes responsibility for personal organisation and achieving results

FLEXIBLE
Adapts to change and works effectively in a variety of situations

LEARN AND DEVELOP
Actively improves by developing and applying new skills and knowledge and learns from past experiences

