

Communicating international engagement at the British Library

Reference: 2019-20-HOP

Supervisor	Marcie Hopkins, Head of International Office
Department, Location	International Office - St Pancras, London
Start date/timeframe	Any time from May 2019 (but excluding August)
Duration	3 months (or part-time equivalent). For a part-time placement, the student would be required to spend a minimum of 3 days/week on site at the Library.
Remote-working	An element of remote working would be possible for this placement and this can be agreed with the successful candidate.
Context for placement	
<p>The International Office at the British Library is responsible for coordinating, supporting and communicating international engagement activities undertaken by a wide range of teams across the organisation. It is a central point to collect and share the many international contacts and encounters, and to link these up in efficient ways to benefit colleagues in their aims to enter into new partnerships or to communicate with and reach key stakeholders. We support the goals of the Library's Living Knowledge vision, by enabling, supporting and communicating effectively how we work with partners around the world to enhance knowledge and mutual understanding.</p> <p>While international engagement is at an all-time high, communicating its many different aspects remains basic and, at times, minimal. Yet the British Library increasingly receives requests to share details and positive stories about its international reach. It is becoming more important to focus our efforts on reviewing the data we collect in relation to our international working, and to package this up in creative and new ways, which will highlight our engagements and our value on the global stage.</p> <p>This placement will look at best practice in data capturing and communication, and alongside the Public Policy and International teams, will help make recommendations on the Library's priorities for future communication strategies. It will produce data and visuals that will be used in a wide range of communications, such as the web, helping our users and stakeholders understand the value the Library creates and the importance and impact of international engagement.</p>	
Expected tasks and outcomes	
<p>The aim of this placement will be to help communicate the key aspects of the British Library's international engagement activities, and how these compare to other organisations of similar stature in different countries. The format and structure of the outputs and their audience will be discussed at the start of the placement, and the student will be given the opportunity to shape the placement in line with their interests.</p> <p>The student will, with the help of the International Office as well as the public policy, research and the development teams, review the collection of data from international engagement activities, with the aim to improve or change current channels to better communicate the Library's extensive international working.</p> <p>They will undertake desk research on core statistics, such as investment by funding bodies, and compare these to a number of national libraries in other countries. The student would then be asked to identify ways of showcasing comparisons in an effective way.</p> <p>The placement will test a number of data visualisation options to showcase international engagement activities for a range of audiences, and particularly for the international web pages, working closely with the British Library's Web and Marketing teams.</p> <p>The data research, comparative study and data visualisations as well as recommendations for a</p>	

future communications plan for the international web pages will be compiled into a final report and presented to a group of relevant Library staff.

Training and experience expected to be gained by student through the placement

The placement would suit a candidate who is keen to develop their data visualisation, business management reporting and comparative analytical skills.

The placement will provide an insight into how the Library and other cultural institutions manage international relationships, and how they communicate and position their work with key stakeholders at a local, national and global level.

At the beginning of the placement, the student will receive an induction to the British Library and a briefing on its current *Living Knowledge* strategic positioning across different areas of international working.

The student will be supervised by the Head of International Office, but will also work with colleagues in Public Policy, Corporate Affairs and different curatorial teams. They will attend relevant internal and external meetings with their supervisor, and will be encouraged to participate in external international engagement and networking events. Job-shadowing opportunities within other BL teams could also be arranged if of interest.

Overall, the placement provides an opportunity for a PhD student to gain valuable experience of translating various aspects of international working into informative and compelling data visuals, which can be used for reporting purposes as well as communicating to a variety of audiences and stakeholders, including on the web.

The student would learn at first hand and in a supportive environment from British Library colleagues involved in various aspects of international engagement at a large cultural public organisation in the UK. This brings the chance to develop and enhance key transferable skills in stakeholder relations, networking, influencing and writing for different audiences.

Depending on the timing of the placement, the student would also be able to take advantage of the regular programme of staff training and events on offer at the Library, including in Digital Scholarship, curatorship etc.

Required knowledge and skills

This placement requires strong research, analytical, communication and writing skills.

We welcome applications from PhD candidates from any disciplinary background and are keen to hear from anyone who might offer new perspectives on our work.

Relevant specialisms could include an interest in international relations, politics or arts and culture. A broad understanding of international relations and geopolitics would be desirable.

This is a training and development opportunity open to current PhD students only. It is not intended to lead to a permanent post at the Library. Please note that the Library is unable to provide a stipend for PhD research placements. Applicants must obtain the support of their PhD supervisor in advance and, as part of their process, consult their HEI to ascertain what funding is available to support them.

Application deadline: 5pm on Monday, **18 February 2019**. Information on how to apply is available on our website: <https://www.bl.uk/news/2019/january/phd-research-placements-2019>