



UNIVERSITY OF LEEDS

CANDIDATE BRIEF

Research Fellow in User Acceptance and Societal Readiness Towards Zero Emission Road Transport



Salary: Grade 7 (£41,064 – £48,822 p.a. depending on experience)

Reporting to: Institute for Transport Studies

Reference: ENVTR1223

Fixed term to 30 June 2028 (the post is required to complete a specific task or time limited work).

Location: University of Leeds (with scope for hybrid working)

We are open to discussing flexible working arrangements.

Research Fellow in User Acceptance and Societal Readiness Towards Zero Emission Road Transport, Faculty of Environment

Are you an experienced and ambitious researcher looking for your next challenge? Are interested in user acceptance and societal readiness for pushing forward the state-of-the-art in innovative electric vehicles and bi-directional charging technologies, in the context of e-mobility and sustainable transport systems? Do you want to further your career in one of the world leading research institutions in Transport?

Based in the [Institute for Transport Studies](#) at the University of Leeds, you will primarily contribute to behaviour change evaluation and monitoring, social innovation and societal readiness for innovative EV charging advances.

You are expected to mainly work on the EU-funded project "ePowerMove: Enabling large e-fleets participation in power systems optimisation through mass deployment of people-friendly, low-cost infrastructure and interoperable vehicles" (see the project's website <https://www.epowermove.eu/> for detail). Your research will provide input to the assessment of policy intervention scenarios and strategies for short- and long-term green vehicle uptake in various markets, accelerating the transition to sustainable urban mobility and contribute to the reduction of greenhouse gas emissions in the transport sector. You may also be requested to support relevant research activities in other on-going projects such as ZEV-UP (<https://zev-up.eu/>) which aims to develop and demonstrate frugal electric vehicles and their innovative solutions for urban transport demand.

Main duties and responsibilities

You will contribute to some of the following tasks:

- Assess the integration of environmental and societal considerations that aim to ensure a rapid adoption of a new technology in a society that cares for their individuals, the economy and the environment;
- Identify barriers and enablers in order to reach a wide acceptability of green transport and support co-evolution of technological and social awareness; and enhance the understanding of socio-demographic determinants;



- Study the attitudes and perceptions of individuals, and carry out social sciences research to understand the role of the human aspect in assessing barriers and opportunities for deployment of e-mobility solutions;
- Monitor and evaluate behaviour change of various citizen segments with different behavioural patterns; and identify socio-cultural factors, such as charging habits, needs and user acceptance of different charging solutions;
- Work with diverse user groups to co-create acceptable and desirable solutions for bidirectional charging, and ensure that societal readiness is seamlessly integrated into technology design and operations;
- Contribute to the development of synthetic population to capture the demographic, socioeconomic, and spatial diversity of various social groups (and individuals) potentially influenced by the technologies being developed in these projects.

These duties provide a framework for the role and **should not be regarded as a definitive list**. Other reasonable duties may be required consistent with the grade of the post.

Qualifications and skills

As a Research Fellow you will have:

Essential

- A PhD or near completion in Social Sciences & Humanities (preferably in sub-subjects such as human society and behaviour, sociology, human geography), or a closely allied discipline;
- Research experience in the assessment of socio-political and socio-cultural factors and Societal Readiness approach (preferably in relation to green transport, 2ZERO <https://www.2zeroemission.eu/>);
- Good knowledge in social impact assessment and societal readiness approach aimed to improve the consideration of different societal needs and concerns and to respond to them, thereby increasing the potential for societal uptake;
- Good understanding of the Responsible Research and Innovation (RRI) process that seeks to promote creativity and opportunities for the science and innovation advances in green transport and 2ZERO;
- A strong track record (as **lead author**) of peer-reviewed publications in top-tier Transport and Social Science journals;



- A good publication record related to social impact of green transport and 2ZERO developments;
- Good time management and planning skills, with the ability to meet tight deadlines, manage competing demands and work effectively under pressure without close support;
- Excellent written and verbal communication skills including presentation skills and the ability to communicate effectively with a wide range of stakeholders;
- A proven ability to work well both individually and in a team.

Desirable

- Good knowledge of transport sustainability, decarbonisation, green vehicle and bi-directional charging technology;
- A good understanding of driving behaviour, traffic characteristics and energy consumption.

Additional information

Please note: If you are not a British or Irish citizen, from 1 January 2021 you will require permission to work in the UK. This will normally be in the form of a visa but, if you are an EEA/Swiss citizen and resident in the UK before 31 December 2020, this may be your passport or status under the EU Settlement Scheme.

Please note that this post may be suitable for sponsorship under the Skilled Worker visa route, but first-time applicants might need to qualify for salary concessions. For more information please visit: www.gov.uk/skilled-worker-visa.

For research and academic posts, we will consider eligibility under the Global Talent visa. For more information please visit: <https://www.gov.uk/global-talent>.

Find out more about the [Faculty of Environment](#)

Find out more about our [Research and associated facilities](#)

Find out more about [equality](#) in the Faculty



A diverse workforce

As an international research-intensive university, we welcome students and staff from all walks of life and from across the world. We foster an inclusive environment where all can flourish and prosper, and we are proud of our strong commitment to student education. Within the Faculty of Environment, we are dedicated to diversifying our community and we welcome the unique contributions that individuals can bring, and particularly encourage applications from, but not limited to Black, Asian and ethnically diverse people; people who identify as LGBT+; and people with disabilities. Candidates will always be selected based on merit and ability.

The Faculty of Environment has received a prestigious Athena SWAN silver award from [Advance HE](#), the national body that promotes equality in the higher education sector. This award represents the combined efforts of all schools in the Faculty and shows the positive actions we have taken to ensure that our policies, processes and ethos all promote an equal and inclusive environment for work and study.

Working at Leeds

We are a campus based community and regular interaction with campus is an expectation of all roles in line with academic and service needs and the requirements of the role. We are also open to discussing flexible working arrangements. To find out more about the benefits of working at the University and what it is like to live and work in the Leeds area visit our [Working at Leeds](#) information page.

Candidates with disabilities

Information for candidates with disabilities, impairments or health conditions, including requesting alternative formats, can be found on our [Accessibility](#) information page or by getting in touch with us at disclosure@leeds.ac.uk.

Criminal record information

Rehabilitation of Offenders Act 1974

A criminal record check is not required for this position; however, all applicants will be required to declare if they have any 'unspent' criminal offences, including those pending.

Any offer of appointment will be, in accordance with our Criminal Records policy. You can find out more about required checks and declarations in our [Criminal Records](#) information.

