



**POTENTIAL**

## BEHAVIOURAL SCIENTIST – KTP ASSOCIATE

**Reference:** R210496

**Salary:** Up to £32,000 per annum depending on experience, with up to £3,500 dedicated personal development budget

**Contract Type:** Fixed term (21 months)

**Basis:** Full Time

## Job description

This 21-month project takes the form of a Knowledge Transfer Partnership (KTP) (<http://www.ktponline.org.uk>), which provides you with practical and formal training and the availability of support from experienced mentors from [Alpharmaxim Ltd](#) (a specialist healthcare marketing communications agency), [Aston University](#) and [Innovate UK](#). You will be based predominantly at Alpharmaxim in Altrincham but will also have access to facilities at Aston University in central Birmingham. Some travel to key clients may also be required.

### **Job Purpose:**

This project aims to apply the latest Behavioural Psychology research to develop a validated research tool (Healthcare Belief-barrier Identification Tool: H-BIT) that will identify beliefs and barriers in the prescribing behaviours of EU healthcare professionals in specific disease areas, to enable targeted communication strategies that maximise the reach of treatments and ultimately improve clinical practice.

In partnership with Aston University and Alpharmaxim, a successful candidate will build a tool that will enable Alpharmaxim to determine what common key barriers are to behaviour change in a specific disease area (e.g. neurodegenerative diseases), a Healthcare Belief-barrier Identification Tool (H-BIT). This approach will be validated with a systematic interrogation of the beliefs and behaviours of healthcare professionals via an approach known as Nominal Group Technique (NGT). This is a completely novel approach that has not been used in the study of healthcare professional behaviour before. The resulting H-BIT will be a tool that can be applied in other disease areas defined by Alpharmaxim, consisting of the methodology and processes to extend the behavioural science psychology research and apply elsewhere.

This role is an exciting opportunity for candidates with an Hons degree (1st Class/ 2.1) and a PhD in Psychology or a related discipline. Experience of statistical modelling Marketing Psychology would be an advantage. The candidate should also demonstrate an understanding of the challenges and benefits of collaborative projects through their experience of working in either industry or research.

This is a multidisciplinary project, which will challenge the associate to develop new skills, work as part of a multifunctional team and to communicate and defend ideas to colleagues at all levels and functions in the business. They should be cognizant of the commercial imperatives of the company and the business outcomes of the project. They should have strong interpersonal skills and be a confident communicator, to enable them to work alongside healthcare marketing and research staff effectively. The KTP Associate will also develop a broad set of skills in project management, stakeholder engagement, and involvement in the delivery of a strategic project in an innovative business. The skills developed during the project will enable the successful candidate to broaden their future career opportunities. There is also the potential for the successful candidate to be employed by Alpharmaxim at the end of the KTP project, as an in-house behaviour science expert. In this role they would be involved in determining future disease areas for investigation, potentially provide consultancy

services to pharma clients and have the opportunity to be directly involved in Alpharmaxim's growth.

### **Main duties and responsibilities**

- The successful development of a tool that will enable Alpharmaxim to ascertain the common key barriers to behaviour change in prescribing behaviour in a given disease area, a Healthcare Belief-barrier Identification Tool (H-BIT).
- Develop the statistical models that are necessary to develop an H-BIT and embedding the methodologies within Alpharmaxim will create a legacy capability to generate additional H-BITs (effectively a library) for other disease areas post-KTP.
- Develop a document to summarize findings from the tool – guide report or similar.
- Communicate the benefits of the tool to the wider Alpharmaxim team and support the marketing function with optimal positioning for external audiences.
- Compile and analyse quantitative and qualitative data and write up results of tests and experiments undertaken.
- Have a strong commercial mindset and understand the business context & implications of the project.
- Establish KPIs, track the benefits and report to Alpharmaxim's management.
- Prepare reports and present results to summarise main findings and conclusions and write or contribute to journal articles on research findings.

### **Additional responsibilities**

- ▶ Engage in continuous personal and professional development in line with the demands of the role, including undertaking relevant training and development activities to develop themselves and support the development of others.
- ▶ Ensure and promote the personal health, safety and wellbeing of staff.
- ▶ Carry out duties in a way which promotes fairness in all matters and which engenders trust.
- ▶ Promote equality of opportunity and support diversity and inclusion as well as working to support the University's environmental sustainability agenda and practices.

## Person specification

	Essential	Method of assessment
<b>Education and qualifications</b>	Hons degree (1st Class/ 2.1) and a PhD in Psychology or a related discipline	Application form
<b>Experience</b>	<p>Experience of statistical modelling</p> <p>Experience of research methodology appropriate to psychology and evidence of successful recruitment of participants</p>	Application form and interview
<b>Aptitude and skills</b>	<p>Developing innovative solutions to unstructured problems</p> <p>Survey design including large scale data analytical techniques</p> <p>Stakeholder engagement and data acquisition</p> <p>Use of advanced statistical analysis tools (e.g., SPSS, R)</p> <p>Strong writing skills; ability to communicate technical information in a clear manner</p> <p>Ability to demonstrate general IT skills including use of Microsoft Word, PowerPoint and Excel to produce reports, presentations and manage data</p> <p>A proactive approach to development of novel ideas for large scale behavioural data collection and analysis</p>	Application form and interview

	Desirable	Method of assessment
<b>Aptitude and skills</b>	<p>Knowledge of reference management software</p> <p>Experience of working in a clinical setting and with medical professionals</p> <p>Experience of working in a marketing setting</p>	Application form and interview

## How to apply

You can apply for this role online via our website <https://www2.aston.ac.uk/staff-public/hr/jobs>.

Applications should be submitted by 23.59pm on the advertised closing date.

All applicants must complete an application form, along with your CV.

Please note tasks will be set for completion ahead of and on the day of the interview.

Any CV sent direct to the Recruitment Team and Recruiting Manager will not be accepted.

If you require a manual application form, then please contact the Recruitment Team via [jobs@aston.ac.uk](mailto:jobs@aston.ac.uk).



## Contact information

### Enquiries about the vacancy:

Name: Dr Jason Thomas  
Job Title: Senior Lecturer in Psychology  
Email: [thomasj8@aston.ac.uk](mailto:thomasj8@aston.ac.uk)

### Enquiries about the application process, shortlisting or interviews:

Recruitment Team via [jobs@aston.ac.uk](mailto:jobs@aston.ac.uk) or 0121 204 4500.

## Additional information

Visit our website <https://www2.aston.ac.uk/staff-public/hr> for full details of our salary scales and benefits Aston University staff enjoy

**Salary scales:** <https://www2.aston.ac.uk/staff-public/hr/payroll-and-pensions/salary-scales/index>

**Benefits:** <https://www2.aston.ac.uk/staff-public/hr/Benefits-and-Rewards/index>

**Employment of Ex-Offenders:** Under the Rehabilitation of Offenders Act 1974, a person with a criminal record is not required to disclose any spent convictions unless the positions they are applying for is listed as an exception under the act.

### **Eligibility to work in the UK:**

#### **Post-Brexit transition period / EU Settlement Scheme**

The post-Brexit transition period ended on 31 December 2020. If you are an EU/EEA citizen and you were a resident in the UK before 31 December 2020, you and your family members (including non-EU citizens) need to apply to the EU Settlement Scheme to continue to live, work and study in the UK beyond 30 June 2021. The deadline for applying to the EU settlement scheme is 30 June 2021. You can apply via the Government webpage

<https://www.gov.uk/settled-status-eu-citizens-families>

Irish Nationals do not need to apply for settlement as they retain the right to work in the UK.

#### **New immigration system for EU/EEA and Swiss Nationals who were not resident in the UK before 31 December 2020**

A new immigration system has been introduced for people arriving in the UK from EEA countries with effect from 1 January 2021. In addition to those who have always required a visa, EU citizens moving to the UK to work will need to get a visa in advance. You can find more information on the following website. Candidates should check their eligibility to enter or remain in the UK in advance of making any job application via the UKVI website <https://www.gov.uk/browse/visas-immigration/work-visas>. Before applying you should ensure that you meet the requirements, including meeting the English Language requirements. If you do not meet the eligibility criteria, any application for a work visa would be unsuccessful. If you require a visa to work in the UK the most common types of visa are:

#### **Skilled Worker Visa**

<https://www.gov.uk/skilled-worker-visa>

#### **Global Talent Visa**

If you are a leader or potential leader in one of the following fields you may be eligible to apply for a Global Talent Visa:

- Academia or Research
- Arts and Culture
- Digital Technology

Please click the following link for further information and to check your eligibility for this visa.

<https://www.gov.uk/global-talent>

**Equal Opportunities:** Aston University promotes equality and diversity in all aspects of its work. We aim to ensure, through our admissions policies for students, and our staff recruitment and selection processes that we encourage applications from all groups represented in the wider community at a local, national and international level.

The University will endeavour not to discriminate unfairly or illegally, directly or indirectly, against student or potential students, staff or potential staff. This commitment applies to all functions of the University and to any stage of an individual's career.

An Equal Opportunities Monitoring Form is included within the application form. Data you provide on the Equal Opportunities Monitoring Form will be included in a general database, for statistical monitoring purposes, enabling the University to monitor the effectiveness of its Policy, Codes of Practice and Guidelines on Equal Opportunities in Employment. Individuals will not be identified by name.

**Data Protection:** Your personal data will be processed in compliance with the Data Protection Act 2018 and the General Data Protection Regulation ((EU) 2016/679) ("GDPR"). The University's Data Protection Policy and Privacy Notices, including the Job Applicant Privacy Notice can be found at <https://www2.aston.ac.uk/data-protection>. Your application will only be used to inform the selection process, unless you are successful, in which case it will form the basis of your personal record with the University which will be stored in manual and/or electronic files. Information in statistical form on present and former employees is given to appropriate outside bodies.

Full details of our terms and conditions of service and associated policies and procedures are available online at <https://www2.aston.ac.uk/staff-public/hr/policies>

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gets real.**