

SARAH NOLES

BA, MA

SUMMARY

Social research professional with a distinction in MA Media, Campaigning and Social Change from the University of Westminster and a first-class BA in Sociology from the University of Warwick. I am motivated by the potential for strategic research initiatives to address the systemic shifts at the scale and speed required to achieve climate, social, and economic justice. Within this, I am passionate about applying social science methods and insights within proactive, embedded, and socially inclusive impact, communication, and campaigning strategies.

CAREER HISTORY

2022 - Present **Research Assistant (part-time) | Scotland's Rural College**

Research Assistant contributing to the successful execution of work packages focused on natural capital governance in European peatlands, as well as broader natural capital research initiatives throughout Scotland within SRUC's Thriving Natural Capital Challenge Centre. Currently, my primary responsibilities involve crafting theories of change for Scottish Government policy initiatives, aimed at accelerating the scope and pace of nature restoration efforts. Additionally, I am actively engaged in the development of research Impact plans, rooted in comprehensive stakeholder analyses, for an EU-funded project dedicated to the creation of tools and guidelines for wetland restoration across Europe.

I have been responsible for coordinating and developing communications to engage policy, public sector, civil society, and academic stakeholders for impact planning work. I lead research instruments design including surveys, interview guides, qualitative coding guides, implement data collection methods including interviews and participatory workshops, and have also scoped and designed project management plans and tools for two multi-year research projects.

2020 - Present **Research Associate | Institute for Methods Innovation**

Involved in research instrument design, data collection, data analysis, reporting, and project management across several projects.

2019 **Research Intern | Institute for Methods Innovation**

Provided research support on two European Commission-funded research projects:

- **RRING (Responsible Research and Innovation Networking Globally):**
Conducted secondary qualitative data analysis of interviews with researchers involved in existing RRI networks and produced report.
- **QUEST (Quality and Effectiveness in Science and Technology communication):**
Conducted interviews with international leading science communicators in museums to investigate quality in science communication and was involved in the analysis of resulting qualitative data and the production of a data analysis report.

- 2018 **Research and Engagement Intern | Colchester Borough Council**
- Produced a customer insight research report commissioned by Colchester Events Company, leading to direct actionable marketing recommendations.
 - Utilised a range of qualitative and quantitative research methods, including analysis of quantitative website analytics, social media analytics, survey data, and customer segmentation software Mosaic.
 - Shadowed the Customer Change Manager at meetings regarding improvement programs and presented research report at senior staff meeting.

EDUCATION

- 2020 - 2022 **MA Media, Campaigning and Social Change – Distinction**
- University of Westminster | United Kingdom*
- Modules include: Critical Issues in Campaigning, Strategic Campaign Communications, Media Activism and Politics, Social Media, Media Audiences in the Digital Age, Media and Content Strategy.
- Conducting thesis action research/professional project based on a live brief co-developed with Green New Deal Rising (Green New Deal UK) to develop a digital canvassing communication strategy and volunteer training resources.

- 2016 – 2019 **BA Sociology – First Class Honours**
- University of Warwick | United Kingdom*
- Dissertation:** Perceptions of Sustainable Lifestyles on Instagram: The Governmentalities of Nature 2.0
- Modules include: How Sociology Can Save the Environment, Political Sociology, Designing and Conducting Social Research, Multivariate Secondary Analysis of Social Data, Sociology of Gender, Modern Social Theory, Transnational Media Ecologies, Sociology of Health and Illness, Crime and Society.
- Paper published in *Warwick Sociology Journal* Vol. 2 Issue 2: Technology and Markets pp. 42-53
- Presented dissertation research at the *International Conference of Undergraduate Research 2019*

- 2014 – 2016 **Colchester Sixth Form College**
- A Levels** English Literature (A*), Psychology (A), Sociology (A*), Philosophy (A)
- Received The Gilbert School Award for Academic Achievement
 - Various student ambassador roles

- 2009 – 2014 **The Gilbert School**
- Received awards in History and French for academic excellence
- GCSEs** 5 A*s 6 As, including English and Mathematics

PROJECTS

Hypop: HYdrOgen Public OPiniOn and acceptance

European Commission Horizon2020 Innovation Action (2023-)

Budget: €1,062,755

Wet Horizons: upgrading knowledge and solutions to fast-track wetland restoration across Europe

European Commission Horizon Europe Research and Innovation Action (2022-2026)

Budget: €5,561,610 | www.wethorizons.eu

Galvanising Change in Natural Capital: Exploring if and how the concept of 'Natural Capital' can influence decision-making in support of sustainability and a Just Transition.

Scottish Government RESAS Strategic Research Programme (SRP) 2022-27

GlobalSCAPE: Global Science Communication and Perception

European Commission Horizon2020 Research and Innovation Action (2021-2023)

Budget: €1,199,937 | www.rring.eu

Role: Designing and implementing longitudinal diary survey study, taking place over a 12-month period with professionals focusing on public communication of science and technology.

Project Ô: Demonstration of planning and technology tools for a circular, integrated and symbiotic use of water

European Commission Horizon2020 Innovation (2018-2022)

Budget: €10,569,305 | www.eu-project-o.eu

Role: Designing and implementing social acceptance survey research with community members in locations across Europe focusing on water sustainability technologies.

RRING: Responsible Research and Innovation Networking Globally

European Commission Horizon2020 Research and Innovation (2018–2021)

Budget: ~€3 million | www.rring.eu

Role: Designing and implementing a global survey study of researchers, evaluating their attitudes and practices relating to socially responsible research and innovation (RRI).

TeRRIFICA: Territorial Responsible Research and Innovation Fostering Innovative Climate Action

European Commission Horizon2020 Coordination and Support Action (2018-2022)

Budget: €1,999,953 | www.terrifica.eu

Role: Designing and implementing user experience research with public participants.

European Researchers' Nights

European Commission Horizon2020/Horizon Europe Coordination and Support Action

Role: Designing and implementing evaluation systems for public engagement events in Ireland and Malta.

Impact Capability at the University of Sussex: a demand and gap analysis

University of Sussex

Role: Conducted interview and focus group research with with UoS staff and researchers to map out the current provision for impact/KE 'training' and support at UoS, and understand perceptions, barriers, and enablers of UoS impact culture. Analysed this qualitative data and reported findings via a report and workshop to inform the development of more co-productive impact cultures and impact generation activities at UoS.

CREW Strategic Impact Review (enhancing information flow and maximising impact)

Scotland's Centre of Expertise for Waters (CREW)

Role: Conducted mixed-methods research including interviews, survey research, and participatory workshops with CREW stakeholders from across the Scottish water policy and practice community, and scoping analysis of relevant institutional documentation to review what, how, where, and why information generated from CREW projects lead to different types of impact. Analysis and reporting was focused on creating 'theories of change' that visually encapsulate the CREW impact process to inform CREW's impact strategy.

Sustainable Palm Oil Campaign Evaluation

Chester Zoo

Role: Conducting mixed-methods research including interviews and survey research with Chester Zoo stakeholders involved in their advocacy work for sustainable palm oil. Analysis and reporting is focused on creating 'theories of change' that visually encapsulate the factors, relationships, and strategic approaches that contribute to the reach of the sustainable palm oil campaign and resulting impacts.

Australian Research Data Commons: Investigating the Link Between Research Data and Impact

Australian Research Data Commons (ARDC)

Role: Conducted content analysis of Engagement and Impact returns submitted by Australian higher education institutions to identify how research data contribute to non-academic research impacts and the specific factors are highlighted as enabling research data to contribute to research impacts.

SFI Science in Ireland Barometer 2020/2021

Science Foundation Ireland (SFI)

Role: Conducted a comprehensive literature review, data analysis and writeup of final reports from a longitudinal survey study tracking the Irish public's attitudes towards science over the peak pandemic period. Reporting was underpinned by a cohesive narrative and breakdowns of findings for academic and non-academic audiences.

Cosmic Vision Public Consultation

European Space Agency (ESA)

Role: Led in-depth qualitative analysis of open-ended responses from over 14,000 respondents across Europe to inform ESA's future scientific programme and public engagement strategy.

PUBLICATIONS

Articles in International Peer-reviewed Journals

Reed, M, Jensen, E. A., & Noles, S. (*under development*). Enabling factors of research impact and effective knowledge exchange in Scottish water policy and practice: theories of change from a retrospective strategic impact review.

Jensen, E. A., Jensen, A. M., & Noles, S. & Pflieger, A. (2022). Developing and testing the GlobalSCAPE science communicator diary survey: Methodological pilot research findings to improve a repeated-measures survey design. *Open Research Europe*. DOI: 10.12688/openreseurope.14246.1

VOLUNTEER EXPERIENCE

2021 - Present

Volunteer Organiser | *Green New Deal Rising*

Supporting a range of campaign activities for climate justice organisation including movement building, event management and evaluation, strategic action planning and support, canvassing, and media engagement.

2019

Business and Research Volunteer | Tanzania Local Enterprise Development

- Worked with small to medium-sized business enterprises (SMEs) in Iringa to support their growth.
- Conducted baseline research on current barriers to growth with a particular focus on the challenges faced by female-headed SMEs.
- Designed and delivered accessible training workshops in digital marketing, record keeping, improving health, safety and sustainability in the workplace, and creating business plans.
- Created tailored, context-appropriate logos, labels, business cards for SMEs, and assisted in marketing strategies.

2018 - 2019

Welfare Executive Committee Secretary | Warwick Students Union

- Contributed to the direction of the SU's welfare priorities for the year.
- Helped develop and deliver welfare campaigns on a variety of issues including mental health, sexual health, emotional wellbeing, drug abuse and addiction.
- Oversaw all Policy, motions and actions within the Union Welfare Zone, making official amendments.

2018 - 2019

Charities and Welfare Officer | Warwick Mixed Hockey Club

- Independently planned and organised large-scale charity and community events including a 15-person climb of Mount Snowdon, raising £2843.91 for local charities in less than a year alongside studies.
- Developed welfare and social inclusion schemes suited specifically to the club such as mental-health drop ins.
- Designed an awareness campaign about unhealthy relationships, creating graphics and social media content in collaboration with partner charity Coventry Haven.