

Open PhD Vacancy at Tallinn University as Part of the Doctoral Network RePIM

Audience Data Management and Performance Measurement in the Cross-Media Landscape

Vacancy at a glance

Position	Doctoral candidate / PhD researcher
Host institution	Tallinn University (TLU), Estonia
School / unit	Baltic Film, Media and Arts School (BFM)
Network	RePIM - Revisoning Public Interest Media, MSCA Doctoral Network
Location	Tallinn, Estonia
Funding	Competitive MSCA-funded salary for 36 months, including living, mobility and, if applicable, family allowances. A fourth funded year may be possible, subject to negotiation.
Secondment / internship	Two-month academic secondment at Aalborg University in Copenhagen and three-month industry internship at Estonian Public Service Media (ERR).
Application deadline	18 May / 29 June 2026.
Apply / information	TLU PhD admissions information

Project description

This PhD project explores how Public Interest Media organisations can generate, manage and utilise audience data in ethical and effective ways across increasingly complex media ecosystems. While audience data has become central to contemporary media management, public media organisations face significant challenges in moving from traditional broadcast metrics to cross-platform analytics. At the same time, they must avoid adopting opaque, extractive and overly data-intensive practices commonly associated with major technology platforms.

The doctoral candidate will investigate how audience data is produced, integrated and interpreted within Public Interest Media organisations. The project will also develop innovative methodologies for performance measurement that align editorial missions, communicative goals and user insight needs. The research will produce strategic recommendations to support the evolution of audience measurement practices and inform production, distribution and engagement strategies in a rapidly changing media environment.

Tasks

- Map data flows and analytics practices across Public Interest Media platforms.
- Analyse organisational, ethical and editorial implications of audience data use.
- Develop methodological models for audience performance measurement.
- Produce actionable strategic recommendations for Public Service Media and other Public Interest Media organisations.

Methodology and research environment

The project combines qualitative and quantitative approaches, including organisational analysis, interviews, digital platform analytics and comparative case studies. The candidate will have access to BFM/MEDIT infrastructures, including the CUDAN Open Lab. The position is hosted by Tallinn University and situated in the research environment of the Baltic Film, Media and Arts School.

Part of a Marie Skłodowska-Curie Doctoral Network

The position is part of RePIM - Revisioning Public Interest Media, a four-year Marie Skłodowska-Curie Doctoral Network focused on reimagining Public Interest Media in a data-driven, platform-dominated environment. More information about the network is available at www.repimnetwork.eu.

The programme brings together European universities, industry partners and doctoral researchers to address strategic innovation, organisational transformation and media sustainability. RePIM will train twelve doctoral candidates through an interdisciplinary programme combining academic training, cross-sectoral mobility and real-world engagement.

The candidate will be enrolled in Tallinn University's PhD programme. The project is supervised by Prof. Ulrike Rohn (Tallinn University) and Prof. Jannick Sorensen (Aalborg University, Denmark). It includes collaboration within the RePIM doctoral network, a two-month academic secondment at Aalborg University in Copenhagen and a three-month internship at Estonian Public Service Media (ERR).

Eligibility and candidate profile

MSCA eligibility requirements

- Applicants must not already hold a doctoral degree at the time of recruitment.
- The position is open to candidates of any nationality.
- Applicants must not have resided or carried out their main activity, including work or studies, in Estonia for more than 12 months within the past 36 months before recruitment.
- Willingness to relocate to Estonia is required.

Project-specific requirements

- A relevant Master's degree in media studies, media management, communication, digital humanities, data analytics or a related field.
- Experience in media industry analysis, audience research, platform studies or organisational research is an advantage.
- Proficiency in qualitative and/or quantitative research methods, with a willingness to develop mixed-methods expertise.
- Excellent English communication skills, written and spoken.
- Strong expertise in data analytics, with advanced proficiency in Python or R and familiarity with SQL databases.
- Familiarity with the European public service media system and an understanding of its public value mission.
- Familiarity with platform governance or media policy is beneficial.

Offer

This position provides the opportunity to collaborate with leading researchers and institutions in Europe. The candidate will engage in an international research environment and contribute to a multidisciplinary doctoral network.

- Competitive MSCA-funded salary for 36 months, including living, mobility and, if applicable, family allowances.
- Possibility of a fourth funded year, subject to negotiation.
- Academic secondment at Aalborg University in Copenhagen.
- Industry internship at Estonian Public Service Media in Tallinn.
- Access to advanced research infrastructure, including CUDAN Open Lab.
- Training in research methods and transferable skills.
- Participation in international networks such as FilmEU.

How to apply

Applications should be submitted through the RePIM recruitment procedure. Applicants should consult the RePIM recruitment page and clearly specify the relevant doctoral candidate position: DC12 - Audience data management and performance measurement in the cross-media landscape, Tallinn University (TLU), Estonia.

Tallinn University PhD admissions information: <https://www.tlu.ee/en/admission-phd-studies>

BFM, Baltic Film, Media and Arts School: <https://www.tlu.ee/en/bfm>

Application deadline: 18 May / 29 June 2026.

Applicants are advised to prepare the documents required for doctoral-level admission at Tallinn University. These normally include degree certificates and transcripts, passport identification page, proof of English proficiency, CV, a thesis proposal signed by the prospective supervisor and any programme-specific documents required by the university application system. Please check the official application pages for the current and complete requirements.

Contact

For questions about the research project, please contact:

- Prof. Ulrike Rohn, Tallinn University, ulrike.rohn@tlu.ee

For questions about admission procedures, applicants should consult the Tallinn University PhD admissions.