

THE : FUTURE : LABORATORY

: : LS:N GLOBAL

: : NEWS JOURNALIST

Starting salary : To be confirmed, based on experience

Start date : Immediate

The Future Laboratory is recognised internationally for its innovative approach to trend forecasting, consumer insight and brand strategy. We are now seeking a talented Visual Trends Researcher to join our LS:N Global team.

LS:N Global is a consumer insight portal designed to make businesses in the lifestyle industries more effective in shaping and responding to new and emerging consumer needs, by providing them with frequently updated news, insights, case studies, trends, market analyses and innovations. Our Trends Researchers contribute to the daily online output of trend and insight stories. They are highly proficient at researching visual culture in any number of subjects or lifestyle remits.

If you are a deadline-orientated journalist interested in consumer and business trends, LS:N Global needs you. The lifestyle news network from leading trends agency The Future Laboratory, LS:N Global provides information, insight and inspiration for our members from around the world, who include the BBC, Louis Vuitton, Condé Nast, Nokia, Philips and Selfridges.

Ideally, you will have proven experience at a quality daily or weekly. You'll prefer short, sharp sentences. You'll believe that unsubstantiated statements are worthless. You'll use micro-specific detail instead of lazy generalisations. You'll like the idea of interviewing some of the world's most intelligent people, and writing everything from 150-word shorts to 4,500-word reports. You'll come to the daily conference with compelling ideas that make the editor's hair stand on end.

To apply, email max@lsnglobal.com with 'JOURNALIST APPLICATION' in the subject line, with your cv, salary expectations, three ideas for Seed stories (see www.lsnglobal.com/seed for examples) and three unsubmitted examples of your writing.