

# THE : FUTURE : LABORATORY

## JOB DESCRIPTION

### Job Title:

Creative

### Department:

Foresight

### Reporting structure:

Role reports to: Art director

Team members: Head of foresight, designer, creative art worker, creative researchers, foresight editor, foresight writers, presentations editor, senior events manager, senior sub-editor, senior production planner

### Summary of company:

The Future Laboratory is a strategic foresight consultancy. Since 2001, we have prepared clients for the future by giving them the confidence to take the decisions today that will create transformative growth tomorrow. We have grown into an organisation with international reach, headquartered in Spitalfields, London.

The Future Laboratory has foresight at the heart of everything we do. As an organisation we are inspiring, knowledgeable, forthright, charismatic and independent. We believe what we deliver is unique and game-changing, and we are committed to being ethical, responsible and socially minded.

### Key responsibilities:

Reporting to the Art Director, the Creative will assist with developing concepts and research for client and in-house projects.

From curating the aesthetic identity of our digital properties to communicating insights in an inspiring and informative manner, the Creative role demands a strong understanding of the different research outputs and how they can be translated into visual narratives.

The Creative will work with the Art Director, Designer and Art Worker to develop original imagery, oversee creation of branded assets and evolve the TFL brand aesthetic within all internal and external communications. They will also contribute original visual research and write creative trends insights to our publishing platform, LS:N Global.

The Creative will also work with the Head of Foresight, the marketing team, and the Art Director to create concepts for social campaigns and content marketing and ensure that all of our promotional material is of a high standard and reflects The Future Laboratory brand.

The Creative's key outputs will include:

- : Developing and creating aesthetic identities for all of our digital properties
- : Developing new formats for presenting in-house and client research in a compelling manner and curating identities for these content platforms
- : Assisting the Art Director on creative installations for in-house and client events
- : Contributing creative insights and visual trend stories to LS:N Global
- : Working with the Foresight team to evolve the research deliverables
- : Conceptualising, overseeing and assisting with social media visual content

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: Graphic illustrations for LS:N content

### Essential skills and experience:

- : Ability to communicate abstract ideas in a visually compelling and on brand manner
- : Interest in new digital formats and able to test implementing them into our deliverables
- : Comfortable working in a demanding environment and confident about delivering original work
- : Keen to learn and develop new skills
- : Enthusiastic and pro-active in protecting and evolving the brand identity
- : Culturally aware – aware of wider communications, marketing and cultural trends as a whole
- : Enjoy all aspects of design
- : Ability to work at pace – daily deadlines
- : Ability to constructively incorporate feedback, and actively turn challenging feedback into positive story outcomes