

# THE : FUTURE : LABORATORY

## JOB DESCRIPTION

Job Title:

Creative researcher

Department:

Foresight

Reporting structure:

Role reports to: Head of foresight

Team members: Deputy foresight editor, foresight writers, strategic foresight writers, strategic researcher, creative, designer, creative art worker, presentation editor, senior event manager, senior sub-editor

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, employing more than 60 people, 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:

- : Identifying the now, new and next visual trends, campaigns and consumer behaviours across retail, technology, fashion, food & drink, automotive, travel, hospitality, beauty, luxury, fintech, and packaging sectors
- : Co-creating and visualising two sector specific content verticals on LS:N Global, including applicable daily and weekly written content
- : Tracking, monitoring, collating and unpacking global research from a variety of sources that can be proved to be of maximum use to future proof our clients
- : Leading and researching designated macro-trends and sector-based reports
- : Pitching and writing design directions and quarterly reports on emerging visual trends
- : Presenting for the business both internally and externally when required
- : Contributing to the conception and creation of company Foresight events
- : Working with the art director to maintain the highest visual standards
- : Becoming a public and client facing expert in two sectors, and fulfilling relevant and timely press requests
- : Acting as a daily source of foresight research and knowledge
- : Contributing to and visualizing commercial projects as required
- : Developing innovative new ways of sharing and distributing trends intelligence on key digital platforms
- : Attending and reporting on relevant trade shows, exhibitions and events
- : Establishing and maintaining industry relationships with PRs, designers, and creatives

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## Essential skills and experience:

- : An intuitive ability to identify and monitor global trends in the lifestyle industries, from retail to branding; marketing and communications to innovation and design.
- : A creative eye, with an excellent aesthetic awareness and ability to edit information and visuals
- : Excellent communication skills, and ability to build and develop relationships with external agencies
- : Pro-active and forthcoming with ideas and information
- : Ability to communicate ideas and information within the Foresight team
- : Journalistic sensibility, always on the pulse and interested in what is new and next
- : Excellent desk and field research skills
- : Ability to work at pace, meeting daily deadlines
- : Ability to constructively incorporate feedback, and actively turn challenging feedback into positive story outcomes