

THE : FUTURE : LABORATORY JOB DESCRIPTION

Job title:

Creative researcher

Department:

Foresight

Reporting structure:

Role reports to: Head of foresight

Team members: Art director, creative researchers, foresight editor, foresight writers, designer, senior creative art worker, senior sub-editor, presentations editor, senior strategic researcher, strategic foresight editor, strategic foresight writer

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 50 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 diverse, inclusive, ethical, responsible and socially minded.

Key responsibilities:

- : Identify the now, new and next visual trends, campaigns and consumer behaviours across all of our key category sectors.
- : Co-create and visualize the daily news section, and one sector-specific content vertical on LS:N Global, including applicable weekly written content
- : Track, monitor collate and unpack global research from a variety of sources that can be proved to be of maximum use to future proof our clients
- : Lead the category visual research for at least one sector, and publish these trends, insights and reports on LS:N Global and the company's foresight research system (FRS)
- : Present for the business both internally and externally when required
- : Contribute to and visualise company commercial projects as required
- : Research, analyse macro, micro, consumer trends to develop into strategic foresight products
- : Contribute to the conception and creation of company Foresight events and presentations
- : Work with the art director to maintain the highest visual standards
- : Be a public and client facing expert and playing a key role in the creation, maintenance and deployment of any FRS categories to which you are assigned
- : Act as a daily source of foresight research and knowledge, and be able to communicate this efficiently both internally and externally through a variety of media
- : Contribute to and visualise commercial projects as required

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- : Develop innovative new ways of sharing and distributing trends intelligence on key digital platforms
- : Attend and report on relevant trade shows, exhibitions and events
- : Establish and maintain industry relationships with PRs, designers, and creatives

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 - an excellent aesthetic awareness and ability to edit information and visuals
- : Excellent communication skills, and able 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’s new and next
- : Excellent desk and field research skills
- : Ability to work at pace – daily deadlines
- : Ability to constructively incorporate feedback, and actively turn challenging feedback into positive story outcomes