

THE : FUTURE : LABORATORY

JOB DESCRIPTION

Job Title:

Foresight data analyst

Department:

Foresight

Reporting structure:

Role reports to: Head of Foresight

Team members: Foresight editor, deputy foresight editor, foresight writers, news editor, creative researchers, art director, designer

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 80 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:

- : Monitor and interpret major developments across our specialist sectors and identify macro themes and trends affecting those industries
- : Actively contribute to the team's daily research activities with a focus on data analysis, but also written research, content and idea generation
- : Work with the Strategic Foresight team to forecast new trends and improve the robustness of our IP using the latest analysis tools
- : Analyse large volumes of diverse data and derive actionable insights and content from it
- : Contribute to department-wide special projects and create relevant data analysis for our commercial strategic projects
- : Develop and maintain relationships with internal departments across The Future Laboratory, and external company, industry and data professionals
- : Work with other data and core business groups to help develop and improve content and functionality
- : Develop new ways of showing our research and telling stories through machine learning
- : Create and own original, reusable data that makes our IP travel further
- : Use your strong analytical skills to provide insight, as well as recommendations for change, as part of a continual feedback loop
- : Establish and create a series of dashboards for the foresight and strategy team to have better at-a-glance understanding of emerging trends in key sectors, along with relevant microtrends and associated consumer behaviour and consumer tribes

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Essential skills and experience:

- : Trends market research experience is critical in order to be successful in this role
- : Excellent written communication and presentation skills
- : Solid experience distilling and interpreting consumer sentiments, company patents, and social media behaviour
- : Strong organisational skills and capable of handling multiple projects
- : Demonstrable research and analytical skills
- : A commitment to improving and developing products
- : An ability to meet deadlines, take on problems logically and set priorities
- : The ideal candidate will have experience in experiment design, user metrics and running online experiments
- : Experience applying quantitative methods to real-world problems