

# THE : FUTURE : LABORATORY JOB DESCRIPTION

## Job Title:

Foresight writer

## Department:

Foresight

## Reporting structure:

Role reports to: Foresight editor

Team members: Head of Foresight, deputy foresight writer, foresight data analyst, 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 65 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:

- : Source, write, develop, commission and populate the Foresight research framework across all content delivery channels (including but notwithstanding our subscription content platform, company blog, marketing collateral, reports, and presentations)
- : Be responsible for two sector specialisms – to lead all planning, research and writing on these sectors
- : Create sector-specific presentations twice a year
- : Arrange meetings with thought leaders/ industry experts
- : Propose and report on industry events, as required
- : Pitch stories for Dailies as well as longer form features including speculative scenarios and original series
- : Write compelling, rigorously-researched features and report content
- : Present at in-house TFL events
- : Know, understand and refer to the four key questions of Foresight:
  1. what's new?
  2. what's next?
  3. who's doing this?
  4. how is this affecting what consumers are thinking and doing now and in future, especially in relation to how they engage with brands?
  5. Why does it matter to our subscribers?
- : Work on client presentations that cover a variety of lifestyle sectors
- : Manage your own time and record accurately on time-sheets
- : Work on client projects from trends, insights and content perspective

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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
- : Excellent communication skills, with the ability to communicate ideas and information within the Foresight team, and externally to clients and contacts
- : Natural ability to build and develop relationships, with a network of contacts in relevant sectors – both in PR and applied business
- : Full of ideas and information, taking ownership of developing ideas from observation to execution, emphasizing their implications for brands and consumers
- : A strategic approach to stories. You should always be on the pulse and interested in what's new and next across the lifestyle sectors – and why it matters to our clients
- : Excellent desk research, field research and interviewing skills
- : Ability to constructively incorporate feedback from section editors, and actively turn challenging feedback into positive story outcomes
- : Experience and interest in presenting
- : Ability to multi-task and work across several projects simultaneously
- : You may have worked at a respected editorial title or similar consultancy
- : Ideally you will have a deep and wide network of contacts across the lifestyle industries
- : Tech, science and/or sport sector specialism is preferred
- : Portfolio of trend-writing and editing experience would be good to have