

THE : FUTURE : LABORATORY

JOB DESCRIPTION

Job Title:

Junior futures analyst

Department:

Strategy

Reporting structure:

Role reports to: Head of strategy

Team members: Strategy director, strategist, senior futures analyst, futures analyst

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 ethical, diverse, responsible and socially minded.

Summary of role and responsibilities:

The Future Laboratory's Analysts ensure that our client's brands and businesses can take advantage of opportunities through exceptionally high quality, inspiring, challenging and original advisory and consultancy services.

This junior role is an important addition to the team, working alongside peers and the senior and midweight futures analyst and strategy director to help deliver high-quality trend research, analysis and intelligence for our esteemed list of clients.

This individual will have an interest in trend forecasting and a good understanding of either foresight, research or strategy disciplines and some exposure to this type of working environment.

This is a junior role and would suit somebody with 1-2 years of experience and exposure to the workings of well-respected consultancies/agencies who are known for providing high-quality work and thinking for their clients. It would suit somebody looking for a clear path to promotion. A background working with strategic foresight or lifestyle trends would be ideal, preferably with a grounding in social sciences or journalism – psychology, sociology, cultural insights and anthropology.

You need to have strong analytical skills and be ready to bring your creativity and original thinking to bear on clients seeking to future-proof their brands and businesses. You should

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be confident enough to follow your intuition and pitch a point of view – ready to use your research skills to test hypotheses and form a convincing narrative on the future of any given subject.

This hire will be a strong collaborator who thrives in an environment where a cross-disciplinary approach is not only encouraged but seen to be essential to deliver our best possible work.

Key responsibilities:

- : A valued strategic thinker and champion trends within the team
- : Assist in the development of our foresight framework programs
- : Effectively support the senior futures analyst and strategy director to meet their client project and departmental objectives
- : Identify and work with cultural and consumer macro trends, this may include desk and visual research, analysing qualitative consumer research and expert interviews
- : Contribute to the Foresight Research System (FRS) our internal research platform and champion it with clients
- : Write content that clearly articulates (through visuals and copy) your thinking whether that's in written reports, newsletters or tailored advice for clients
- : Write expert discussion guides and support the team to recruit and arrange expert interviews
- : Use analytical and presentation skills to contribute to brainstorming sessions to maximise the output
- : Help to prepare client presentations and co-present with senior team
- : Work collaboratively with counterparts in our foresight team on evolving our macro trends and events programme
- : Facilitate positive communication and positive interaction between The Future Laboratory departments and clients

Essential skills and experience:

- : Curious, globally minded, naturally sceptical and enthusiastic
- : Excellent problem-solving skills
- : Interest in brands and consumer behaviour across a range of industries, including fashion, technology, media, alcohol, food and finance
- : Strong understanding of trend forecasting and desire to get exposed to multiple research methods and processes
- : Enthusiasm for seeing the patterns behind data, and the ability to understand and explain what these patterns might mean for consumers and the companies that target them
- : Confident writing skills and the ability to express findings and recommendations in a concise, convincing and actionable way
- : A clear aesthetic sensibility and can communicate future-focused ideas through both visual and written narratives
- : Highly organised, with excellent attention to detail
- : Someone who's positive, keen to develop, and who can operate with equal ease as part of a team or working autonomously
- : Happy to travel frequently and across the globe for client presentations, workshops and in-field research