

THE : FUTURE : LABORATORY

JOB DESCRIPTION

Job Title:

Deputy Foresight Editor

Department:

Foresight

Reporting structure:

Role reports to: Foresight Editor

Team members: Head of Foresight, foresight data analyst, 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:

- : Deliver inspiring and actionable strategic foresight content for our clients and subscribers
- : 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)
- : Create strategic foresight research in a manner that can be used and repurposed across the business and client projects, as well as our core subscription platform.
- : Create and deliver engaging and actionable client presentations
- : Increase the awareness of our products and services through innovative content in order to drive commercial leads
- : Ensure that the subscription content publishing schedule is consistently populated with agenda setting foresight and that deadlines are being adhered to by the wider content team.
- : Write press pieces, futures and PR reports for the company and external clients as required
- : Deputise all duties for Foresight Editor when they are OOO, including editing sector focuses and news stories; planning editorial calendar; overseeing and editing ongoing reports going through
- : Be responsible for at least two sector specialisms – lead planning, researching and writing on this sector across content platforms and act as a client facing expert for the wider business

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- : Commission work from freelance experts where required
- : Contribute to any relevant cross-company client projects
- : Develop and conduct future safaris – bespoke tours that enable clients to experience content from the foresight framework
- : Present and act as a brand ambassador at both internal and external events
- : Pitch stories for the daily news section as well as longer form features including speculative far futures scenarios, topical consumer series, and ethnographic features.
- : Deliver and present foresight video content on social media
- : Find new, tenacious journalists internationally to work on the company's rapidly expanding emerging and BRIC markets coverage
- : Commission external thought leadership and industry specific pieces to drive engagement of our products and services.
- : Propose and report on industry events, and to share research across the company
- : Manage your own time and record accurately on time-sheets

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 work at pace with daily deadlines and manage ongoing commitments
- : 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