

# THE : FUTURE : LABORATORY

## JOB DESCRIPTION

Job Title:

News Editor

Department:

Foresight

Reporting structure:

Role reports to: Foresight editor

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

- : Source, research, write and visualize daily “Need to Know” news stories for The Future Laboratory’s subscription platform, LS:N Global.
- : Be responsible for writing, visualizing and uploading 5 x 100 word stories per day
- : Be responsible for populating The Future Laboratory’s social media feeds with content from the news section
- : To upload an edit of the week’s news on The Future Laboratory blog
- : Pitch stories for dailies as well as longer form features including speculative scenarios and original series
- : Identifying the now, new and next visual trends, campaigns and consumer behaviours across retail, technology, fashion, food and beverage, automotive, travel, hospitality, beauty, luxury, fintech, and packaging sectors.
- : Source and clear PR images that fulfill The Future Laboratory’s brand guidelines
- : Know, understand and refer to the five 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?
- : Interview thought leaders/ industry experts
- : Propose and report on industry events, as required

# THE : FUTURE : LABORATORY

## JOB DESCRIPTION

- : Present at in-house TFL events
- : Write compelling, rigorously-researched news, features and report content
- : Fulfilling relevant and timely press requests
- : Developing innovative new ways of sharing and distributing Trends Intelligence on key digital platforms
- : Manage your own time and record accurately on time-sheets
- : Work on client projects from trends, insights and content perspective

### 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
- : An interest in presenting