

THE : FUTURE : LABORATORY

JOB DESCRIPTION

Job Title:

Researcher

Department:

Strategy

Reporting structure:

Role reports to: Strategic research director

Team members: Head of strategy, strategic researchers, strategy directors, strategists, strategic research editor, writers

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.

Summary of role and responsibilities:

The researcher's role entails understanding the audiences of the future and the process for conducting rigorous research with early adopters and sub-cultures to provide our clients with insights into the needs, motivations and values of their future customers/audiences.

As a researcher you will assist with different research activities with the guidance of a strategic researcher. You will work with the team to identify key objectives and how this translates into a research plan and work on projects that cover a breadth of topics to inform and inspire new thinking.

The ideal candidate will have a minimum one year's experience in a specific research role. The person that fills this position will play a key role in the research team, by working with the strategic researchers to bring research rigour to projects. The emphasis in this role is on working with the team to help recruit participants, construct screeners and assist in the fieldwork; while learning the end to end process and taking on increasingly more analytical responsibilities.

The candidate for this role should have an understanding and appreciation of observational qualitative research – both online and offline. We are looking for someone who has a keen interest in ethnographic research, focus groups, interviews, etc.

An understanding of trends is desirable, although we are open to speaking to people with a familiarity and grounding in social sciences that underpin macrotrends – psychology, sociology, cultural insights and anthropology.

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

Key responsibilities:

- : Contribute to the different phases involved in research; how it connects and what everybody's role is within this
- : Look for key research objectives and what this means for the research plan
- : Assist with research projects end to end, including helping with recruitment and constructing screeners
- : Observe in a way that is relevant to the project and become familiar with the different methods and tools
- : Understand what an insight is and how to formulate and report it
- : Work with the team to connect different strands of research: consumer, trends, desk & visual
- : Collaborate with team members to develop best-in-class strategic recommendations
- : Facilitate positive communication and interaction between The Future Laboratory departments and clients

Essential skills and experience:

- : Intelligent, determined and focused, as well as inquisitive and creative
- : Ability to carry out primary and secondary desk and visual research skills
- : Skilled at coordinating qualitative consumer research and expert interviews
- : An understanding of the research process, from recruitment and actual fieldwork (focus groups, ethnography, depth interviews, etc.) through to the analysis phase
- : Strong problem-solving skills
- : A good understanding of brands and consumer behaviour across a range of industries including fashion, technology, media, alcohol, food and placemaking
- : An interest in and understanding of all key channels, including product, retail, digital, advertising and brand experience
- : Happy to travel across the globe for client presentations, workshops and in-field research
- : Curious, globally minded, naturally sceptical and enthusiastic