

THE : FUTURE : LABORATORY

JOB DESCRIPTION

Job Title:

Senior foresight writer

Department:

Foresight

Reporting structure:

Role reports to: Foresight editor

Team members: Head of foresight, foresight writers, creative researchers, presentations editor, art director, creative, creative art worker, 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 60 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 LS:N Global:

[LS:N Global](#) is The Future Laboratory's trends intelligence service that documents new consumer behaviour and key industry trends to give business professionals the confidence to make informed decisions about the future. Updated daily by our global team of writers, researchers, analysts, forecasters, visualisers and correspondents, LS:N Global is focused on five key sectors: Beauty & Wellness, Media & Technology, Food & Drink, Retail, and Travel & Hospitality. Its thought-provoking articles, interviews and trends reports help businesses to become future-proof by inspiring new product, service and brand innovations.

Key responsibilities:

- : Source, research and write trends-oriented articles for LS:N Global, meeting daily and weekly deadlines
- : Be responsible for two sector specialisms – lead planning, research and writing for these sectors
- : Be the in-house expert for your two sector specialisms, for both the wider business and media-facing requests
- : Populate our internal research system with daily insights
- : Present at The Future Laboratory's in-house events as well as externally to clients / conferences

Annual responsibilities:

- : Contribute to the research and writing of The Future Laboratory's annual macrotrends
- : Create two sector specific macrotrend reports per year
- : Be section editor for a minimum of one section on the website, commissioning and editing copy throughout the year as required for that section

Weekly responsibilities:

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- : Pitch stories for our daily Need to Know news round-up
- : Twice weekly editing of the Need to Know round-up
- : Pitch sector specific, longer form articles on a weekly basis; among these, articles of a speculative nature, as well as ideas for original series
- : Write compelling, rigorously researched features and report content
- : Manage your own time and record accurately on timesheets
- : Work to expanding The Future Laboratory's network of freelancers and global contributors; commissioning articles as required

Other responsibilities:

- : Assisting with editing duties where required
- : Propose and report on industry events and global trade shows as required
- : Arrange meetings with thought leaders / industry experts to ensure your contacts book and knowledge remains razor sharp
- : Work on client projects from trends, insights and content perspective
- : Contribute to client presentations that cover a variety of lifestyle sectors

Essential skills and experience:

- : Ability to lead, coach and mentor more junior members of the team
- : 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