

THE : FUTURE : LABORATORY

JOB DESCRIPTION

Job Title:

Strategic foresight editor

Department:

Foresight

Reporting structure:

Role reports to: Head of foresight

Direct team members: Two strategic foresight 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 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.

Key responsibilities:

The strategic foresight editor is a key role that focuses on championing the delivery of foresight reports and the required research that uncovers the trends, insights and foresight that will address the specific future challenge the client seeks to overcome.

- : Is the internal and external team lead for delivering the Foresight Report projects
- : Will support the client development, sales and project management team in the conversion of opportunities from brief to proposal to closure, including attending remote or face to face meetings to secure a project win
- : Ensure that we are delivering strategic direction that is specific to the client's commercial challenges and objectives
- : Will lead the briefing and guidance of their line reports giving them the autonomy to deliver their projects, overseeing and quality control is paramount vs. disempowerment
- : Be a custodian of the Foresight Research System (FRS), ensuring original insight and primary research from each project is regularly uploaded to FRS by you and your team
- : Commission work from freelance experts where required
- : Perform the role of Editor, ensuring that the outcomes of the research translate effectively and strategically into the narrative of the report output
- : Use client opportunities to open up discussions about how the research conducted can be further leveraged beyond the report itself (other formats such as workshops, digital platforms, seminars, presentations)
- : Work with the PM team to drive efficiency and smooth delivery

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- : Work collaboratively with Foresight experts and Strategy Directors to ensure that the thinking is robust, defensible and strategically sound
- : Work with Foresight specialists to ensure the trends are further explored and interrogated through the client's challenge
- : Internally promote the outcomes of Report projects and maintain the Case Study bank using the new templates
- : Write additional press pieces, futures and PR reports for The Future Laboratory that focus on driving awareness and reputation for client/commercial foresight report services
- : Contribute to any relevant cross-company client projects
- : Present and act as a brand ambassador at relevant internal and external events

Essential skills and experience:

- : An intuitive ability to translate implications from trends in the lifestyle industries, from retail to branding, marketing and communications to innovation and design
- : A strategic & consultative approach to report delivery
- : Excellent communication skills, with the ability to communicate ideas and information within the strategy team, to direct reports and externally to clients and contacts
- : Fiercely client-focused, building trusted relationships with clients and commissioning 3rd party agencies
- : A strategic, consultative approach to report delivery. Ensuring that we are delivering strategic direction not just content.
- : Excellent desk research, field research and interviewing skills
- : Ability to work at pace with daily deadlines and manage ongoing commitments
- : Ability to multi-task and work across several projects simultaneously