

THE : FUTURE : LABORATORY JOB DESCRIPTION

Job title:

Strategic foresight writer

Department:

Foresight

Reporting structure:

Role reports to: Strategic foresight editor

Team members: foresight writers, creative researchers, presentations editor, senior strategic foresight writer, art director, designer, senior creative art worker, senior sub-editor

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, 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, diverse, responsible and socially minded.

Key responsibilities:

- : Research and write inspiring and robust client-commissioned reports of between 3,000 and 8,000 words across global sectors
- : Identify experts and early adopters who can talk authoritatively about the future of a sector or market
- : Arrange and conduct qualitative interviews to gain future-facing insights
- : Research, write and create client-facing presentation decks in Keynote
- : Conduct visual research to illustrate and support client reports and presentations
- : Collaborate across departments to identify trends, themes and thinking from which future client reports and presentations can be created
- : Verbally present research findings and themes to clients
- : Assist the Client Development team in creating project proposals for clients
- : Share all original insight and primary research from each project onto the Foresight Research System (FRS)
- : Support Foresight product deliverables when not resourced on client work
- : Manage your own time and record it accurately on time sheets

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Essential skills and experience:

- : A journalist's ability to transform a complex mix of expert interviews, statistics and in-depth background research into a compelling, readable and yet authoritative report or presentation
- : Excellent desk, field and visual research and interviewing skills
- : Experience conducting qualitative research e.g. ethnography
- : Ability to analyse and derive insights from quantitative data
- : Ability to work at pace and to multiple deadlines
- : Open to feedback from peers and clients to further enhance quality of output
- : Good communication and ability to present research findings to major global brands
- : Ability to clearly answer a client brief from launch to delivery
- : A team player who can collaborate and communicate across departments to uncover and collate new ideas and thinking for future client reports
- : Interested in what is new and next in global trends in retail, branding, marketing and communications, technology, innovation, design, etc.