

THE : FUTURE : LABORATORY JOB DESCRIPTION

Job Title:

Strategic Researcher

Department:

Strategy

Summary of department:

The Future Laboratory is one of the world's most renowned futures consultancies. We help businesses to harness market trends, understand and adapt to emerging consumer needs, position their businesses for success and keep ahead of their competitors.

The Strategy team's mission is to devise and apply strategies that make more people prepared for the future, more of the time.

We work with an enviable list of clients using a variety of tools and techniques to help us to show clients future competitive advantage so they are match fit for tomorrow. In short, we show them their potential future, and help them make plans to achieve it.

Summary of role and responsibilities:

The strategic researcher's role at The Future Laboratory consists of understanding the audiences of the future and conducting rigorous research with early adopters and subcultures to provide our clients with insights into the needs, motivations and values of their future customers and audiences.

As a strategic researcher you will translate complex and exploratory briefs into solid research projects that cover a wide range of topics to inform and inspire new thinking, as well as bringing depth to ensure the client has the confidence to implement the insights.

The ideal candidate will have proven experience at a senior level in a qualitative research role where he or she has taken ownership of research projects – from managing recruitment to running the fieldwork and creating engaging deliverables. The successful applicant will champion ethnography and translate insights on future audiences into clear and directional strategic recommendations for clients. As a champion of ethnography, you will work on bespoke client projects as well as Foresight projects to be used on LS:N Global to (1) deliver insight into emerging tribes, (2) identify commercial opportunities and (3) provide strategic recommendations.

While the focus for this role will be on championing ethnography, the candidate should also have extensive experience in QL research and be familiar with different qualitative research methods.

A background in working with trends is desirable, although we are open to speaking to candidates who have a grounding in social sciences that underpin macrotrends – psychology, sociology, cultural insights and anthropology.

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

Key responsibilities:

- : Demonstrating a deep understanding of a client's category, business and objectives, and assessing the client's brief to find the optimal approach that is a combination of the preferred research method and the client's business reality
- : Establishing rigorous research methods and thinking in the team and being a go-to ethnography expert
- : Leading research projects from start to finish, including coordinating recruitment, running the fieldwork and reporting the results, with minimal support from senior members of the team
- : Drawing insights from research and articulating key findings relating to client objectives
- : Collaborating with team members to develop best-in-class strategic recommendations that both inspire the client and provide clear guidance
- : Being part of the team-client interface on projects

Essential skills and experience:

- : Intelligent, determined and focused, as well as commercial, inquisitive and creative
- : Excellent primary and secondary desk and visual research skills
- : Skilled at planning, performing and analysing qualitative consumer research and expert interviews
- : Proficient at translating complex and fluid briefs into a research process that combines lateral and expansive thinking with a deep analysis to provide the client with clear and directional recommendations
- : Ability to own the research process – from recruitment, fieldwork (focus groups, ethnography, in-depth interviews) to the analysis and delivery phase
- : Proven experience of delivering high-quality foresight, consumer insight and/or cultural analysis research
- : 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 frequently across the globe for client presentations, workshops and in-field research
- : Curious, globally minded, naturally sceptical and enthusiastic