

# THE : FUTURE : LABORATORY

## JOB DESCRIPTION

Job Title:

Strategy director

Department:

Strategy

Reporting structure:

Role reports to: Head of strategy

Team members: Strategy directors, strategist, strategic research director, strategic researchers, researchers, strategic foresight 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 Future Laboratory's strategy directors ensure that our client's brands and businesses can take advantage of opportunities through exceptionally high quality, inspiring, challenging and original advisory and consultancy services.

This is a central role that is as exciting as it demanding and requires a candidate who will bring their A-Game to our enviable client list, who demonstrates gravitas with clients, has a strong commercial sensibility, thrives on collaboration, and is an impressive strategic and creative thinker who can inspire and steer brands and businesses to their best future.

The ideal candidate will have strong brand strategy experience, be well versed in research methodologies, and feel at home in the futures space. Experience working with macrotrends is highly desirable. He/she will have an impressive career history that demonstrates their consultancy strengths, impact on clients, entrepreneurial nature and creativity.

The hire will be a strong collaborator who thrives in an environment where a cross-disciplinary approach is not only encouraged but an essential part of delivering our best possible work.

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### Key responsibilities:

- : Lead accounts and play a central role in the growth of those accounts
- : Form a deep understanding of the client's challenges in short, mid and long term – look at the brief with a wider contextual view. Challenge the client brief when necessary
- : Lead projects from proposal to delivery within Strategy department
- : Write impactful brand strategy and develop brand activation road maps strategies across a client's business
- : Design and lead brand strategy and brand innovation with workshops with clients
- : Support, nurture and develop more junior members of them team
- : Be a strong voice for strategy within the business
- : Develop products and services with others, ensuring we are presenting clients with future-proof recommendations
- : Represent The Future Laboratory outside of the business through profile-raising initiatives
- : Bring new thinking to our team to inspire and stimulate co-workers
- : Work collaboratively with seniors in Editorial and Studio on bespoke projects on new business development, client development and delivery of work
- : Be a living example of the qualities and attributes needed to be an effective Future Laboratory consultant to inspire the team and set our desired standard

### Essential skills and experience:

- : Proven 'futures' and 'foresight' experience
- : Proven experience in delivering high-quality trends, foresight, forecasting or cultural analysis research
- : FMCG, Technology and Retail sector experience
- : Experience identifying and working with cultural and consumer trends to inform brand strategy and innovation
- : Strong skills in research, strategy and innovation
- : Comfortable working with qualitative and quantitative as tools to cross-pollinate foresight with insight
- : Experience translating strategy into innovation action points and creative briefs
- : Proven ability to lead, manage and inspire a team, delegating effectively and supporting junior team members to deliver their best
- : Ability to write content that clearly articulates (through visuals and copy) trend, customer and client futures
- : Experience managing projects and client communication
- : Comfortable presenting to senior stakeholders, with the ability to communicate difficult concepts clearly
- : Understanding of commercials within projects and key financials within business unit
- : A good visual awareness, experience in both analysing visual expression and using visual communication to reinforce research findings and strategic recommendations : Happy to travel frequently and internationally for client presentations, workshops and in- field research
- : Effective and efficient time management and organisational skills
- : Curious, globally minded, naturally sceptical and enthusiastic