

THE : FUTURE : LABORATORY

JOB DESCRIPTION

Job title:

Writer

Department:

Strategy

Reporting structure:

Role reports to: Strategic foresight editor

Team members: Strategy directors, strategists, strategic research director, strategic researchers, researchers, senior 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:

You will be a skilled writer and researcher who can confidently create exciting, inspiring and robust future trends reports and presentations for major global brands across retail, technology, beauty, finance, hospitality, travel, luxury, entertainment and media.

You will have solid experience as a writer/journalist either online or in print, be able to find a compelling narrative amid a rich mix of statistical data, interviews and desk research, and be comfortable working to strict deadlines.

You are able to identify the right expert to talk authoritatively about the future of a sector or market, then arrange and conduct an interview that gives us the future-facing insights upon which our portfolio of global clients rely.

You will be able to confidently present findings to clients, and your natural curiosity about global lifestyle trends means that you will build relationships across our departments to identify client report opportunities within The Future Laboratory's vast range of research and insights.

You will have an aptitude for presenting – or be willing to learn to present and experience conducting supporting visual research would make you a strong contender for the post.

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Key responsibilities:

- : Research and write client-commissioned reports of between 3,000 and 8,000 words across global sectors ranging from technology and retail to beauty and finance
- : Research, write and create client-facing presentation decks in Keynote
- : Arrange and conduct interviews with thought-leaders/industry experts from around the world
- : An ability to conduct extensive visual research to illustrate and support client reports and presentations is highly desirable
- : Arrange and conduct qualitative interviews with early adopters
- : 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 our sales team in creating project proposals for clients
- : Manage your own time and record it accurately on time sheets

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
- : Able to analyse and derive insights from quantitative data
- : Able to work at pace and never miss a deadline
- : Able to juggle multiple project commitments
- : Willing to constructively accept often challenging feedback from section editors and clients, and use it to create an even better final report or presentation
- : A natural and confident communicator who is able to, or is willing to be trained to, verbally present research findings to major global brands
- : Skilled at identifying leading experts and commentators across multiple markets and sectors and arranging interviews with them
- : Keen to take ownership of a project that clearly answers 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.