

# THE : FUTURE : LABORATORY JOB DESCRIPTION

Job Title:

Presentations Editor

Department:

Foresight

Reporting structure:

Role reports to: Tim Noakes

Team members: Editorial Director, Foresight Project Manager, Insight Editor, Art Director, Journalists and Visual Researchers

Summary of department:

The Future Laboratory is a consumer research, trend forecasting, consumer insight and brand innovation consultancy. Founded in 2001, we have grown into an organisation with international reach, employing more than 80 people, based in Spitalfields, London.

The Future Laboratory has creativity 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.

The team delivers:

1. Research (trend reports, consumer typology reports, communications reports and trend programmes)
2. Strategy (brand strategy, retail innovation, communication strategy, workshops and brand activation)

Key responsibilities:

- : Construct presentations for clients based on trends researched by the LS:N Global team in Keynote
- : Build presentations out of LS:N Global content for Foresight
- : Adapt and edit existing presentations according to a variety of client briefs across the lifestyle, retail, fashion, hospitality, business, food and drink, luxury and beauty sectors
- : Follow timelines and work schedules outlined by the project management team
- : Liaise with speakers, including The Future Laboratory founders, for guidance on presentations content
- : Work directly with clients, alongside the sales and project management team, to discern accurate briefs to shape the content
- : Keep up to date with our trends and be able to translate them into bespoke presentations
- : Contribute regular Foresight content through a range of editorial pieces, conducting research and pitching ideas in the editorial meetings

Essential skills and experience:

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- : Excellent ability to discern an overarching narrative through a plethora of information
- : Talent for writing direct, punchy, dramatic copy suitable for spoken delivery
- : Strong eye for sourcing captivating, stylish, communicative images
- : Understanding of how image curation changes the tone and message of accompanying copy
- : Ability to distil broad and innovative concepts into simple language
- : Willingness to write for clients and commercial contexts as well as editorial
- : Interest in what is new and next across the lifestyle industries and culture more broadly
- : Experience working in Keynote and/or in basic graphic design programs
- : Excellent attention to detail and consistent delivery
- : Ability to liaise directly with key client stakeholders to discuss content and briefs