



# Consumer Trends Editor

## London Office

Foresight Factory is a leading consumer trends agency predicting a unique future for each client through first-class analytics, algorithms and human expertise.

Supported by our values of being predictive, bold, critical, genuine and empathetic, we like each day to be a little bit different. With offices in London, New York, Seattle, Singapore and Stockholm our culture, whilst hard-working, is relaxed, fun and sociable.

As we continue to grow it's our people that underpin everything we do. We'll always be more human than machine.

We are looking for a **Consumer Trends Editor** to join our Content Team and work closely with our Trends Manager and Director of Trends. Contributing to Foresight Factory's content commissioning, creation, scheduling and editing processes - the successful candidate will be an experienced content specialist and a champion of trends thought leadership who is able to communicate effectively with - both internal colleagues and the external client community.

What will your day look like

- ▶ Creating content for publication on Foresight Factory Online; content that is illuminating, well-crafted and commercially impactful for the Foresight Factory client community.
- ▶ Maintaining a packed content schedule; including content commissioning, assigning content to a team of expert Trends Analysts and managing deadlines.
- ▶ Contributing to the content editing process; maintaining high standards and enforcing the FF Style Guide.
- ▶ Proposing ideas for new content that resonates with colleagues and clients, and which maximises the use of proprietary Foresight Factory consumer research data.
- ▶ Supporting colleagues in client-facing consultancy roles; from preparing workshop materials to presenting research findings.
- ▶ Analysing content stats to inform content commissioning strategy.

## What you'll get in return

- ▶ A salary tailored to your skills and experience
- ▶ Participation in the company wide bonus scheme
- ▶ The opportunity to apply your curious mind to a wide range of topics – it is rare to be asked the same question twice!
- ▶ Plenty of on-the-job learning opportunities with great exposure to different types of businesses and clients.
- ▶ Loads of holiday to take time out for yourself – 28 days plus public holidays.
- ▶ Flexibility with your working day
- ▶ After you've been with us for a while - season ticket loan, cycle to work scheme and work place pension.
- ▶ Fresh fruit, free lunches and all the tea and coffee you can drink.
- ▶ The opportunity to work and hang-out with a brilliantly talented, relaxed and sociable bunch of people in our spacious London office where everyday is dress down day.

## What you'll need to have

- ▶ A curious mind: we are looking for candidates who interrogate the world around them, and who demonstrate an active understanding of social, digital, demographic and economic change.
- ▶ Outstanding verbal and written communication skills: communicating our trends and ideas in a compelling and articulate manner is a daily requirement.
- ▶ A certain level of ease with numbers and statistics: we run our own market research and we need candidates who are comfortable reading and interpreting data.
- ▶ Agile, creative thinking – our business is all about providing clients with thought-provoking ideas.
- ▶ A strong presence and ability to pitch ideas, and think strategically, at all seniority levels.
- ▶ High IT literacy with strong internet research skills.
- ▶ The ability to work with a range of teams across the company.
- ▶ Educated to at least degree level or equivalent qualification, or solid experience in a relevant role.

## And you get bonus points if:

- ▶ You are able to speak one or two foreign languages.
- ▶ You know how to use SPSS or Crimson Hexagon or other data analysis software or coding languages.

If we sound like the kind of company you would like to work for then send your CV, a brief covering letter [telling us why you are interested in working with us] and your desired salary to [careers@foresightfactory.co](mailto:careers@foresightfactory.co).

Closing date for applications 18th February 2019.

