Consumer Trends Editor

We are looking for a Consumer Trends Editor to join Foresight Factory's content team and spearhead our creation and editing processes.

Along with a keen interest and understanding of consumer behaviour, our ideal candidate will have at least three years' experience in an editing role. They will be a content specialist who is comfortable with both words and numbers, and who can help our clients find inspiration and spark ideas for innovation.

This role offers flexibility and home working but in accordance with the needs of the business, you may be required to carry out your duties from our London head office from time to time.

Our people underpin everything that we do, and we believe that diversity drives innovation and creativity. We are therefore seeking a broad range of applicants for this role to create an environment that is welcoming for all, and where everyone is empowered to succeed.

What will your day look like?

- Creating commercially impactful content for our intelligence platform, *Collision*. This involves identifying industry shifts, using proprietary research data to support findings, and translating insights into clear and concise reports.
- Maintaining a regular content schedule, working with a team of analysts to commission content and manage deadlines.
- Editing content ranging from trend narratives to data analysis pieces, maintaining high editorial standards throughout.
- Analysing platform usage stats to inform commissioning strategy and working alongside relevant teams to boost client engagement.
- Supporting our consultancy team with creating and preparing workshop materials and presenting research findings.
- Being a thought leader and active brand ambassador, accurately reflecting Foresight Factory's commercial positioning and tone of voice.

Some of the key requirements for the role:

- An active understanding of social, digital, demographic and economic change.
- At least three years' experience in an editing role.
- Outstanding verbal and written communication skills.
- Ability to interpret and analyse data on a regular basis.
- Experience of SEO and usage stats.
- Agile and creative thinking.

- High IT literacy with strong internet research skills.
- Educated to at least degree level or work experience equivalent.

What you will get in return:

- Salary from £30,000 per annum – negotiable according to experience.
- 28 days holiday plus public holidays.
- Flexible working and good work-life balance.
- Workplace pension.
- Access to cycle and tech schemes.
- Employee assistance programme services.

If the above sounds like you, please send us your CV and a brief cover letter (no more than 300 words) introducing yourself to careers@foresightfactory.co.

Closing date for applications: Sunday 7 March 2021.

Please note that only those successfully selected for an interview will receive a reply. We therefore thank you in advance for your interest in working with us and taking the time to apply. Applicants only, no agencies please.