

Senior Consumer Trends Analyst

We are looking for a Senior Consumer Trends Analyst to join Foresight Factory's content team and contribute high quality analysis and sector expertise.

Along with a keen interest and understanding of consumer behaviour, our ideal candidate will have at least 3 years' experience in a content creation and consumer trends/insight role. They will be passionate about creating insightful and actionable content for our client community and will be comfortable with both words and numbers.

Our ideal candidate will also have experience of working directly with consumer data sources, such as survey datasets or social media data, and will be expected to contribute their quantitative analysis skills to the wider role requirements at every opportunity.

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.

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.

What will your day look like?

- Creating commercially impactful content for our intelligence platform, *Collision*. This involves identifying industry shifts and consumer trends, using proprietary research data to support findings, and translating insights into clear and concise outputs.
- Maintaining and creating content for 4-5 focus sectors: pitching content to editorial colleagues, researching, writing and publishing final content to the CMS.
- Carrying out quantitative analysis to support data-led pieces (e.g. forecasts, segmentation, social media analysis) on the platform.
- Analysing platform usage stats to inform sector 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 content ambassador, internally and externally, 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 3 years' experience in a content creation role, ideally in the consumer trends/insights industry.
- Experience of working directly with consumer data sources.
- 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:

- 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.

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.