

Consumer Trends Analyst – Content Team

London

It's great to meet *you*.

An expert with words and numbers, able to apply your high quality quantitative analysis skills at every opportunity.

A passion for consumer behaviour to create insightful and actionable content for our client community.

A curious and confident mind that challenges the status quo to deliver demonstrable results.

Our pitch to *you*, in 50 words.

For over 20 years, we've been applying trends to help our clients see further. We help business to see beyond the noise of today, to predict and drive a better tomorrow. We focus on genuine challenges, find the right data and uncover trends that give our clients strategically compelling answers.

Your north star.

To reveal what matters most, and enable success for every business.

The hats *you'll* need to wear.

You'll create commercially impactful content for our intelligence platform, Collision, by identifying industry shifts and consumer trends, using proprietary research data to support findings, and translating insights into clear and concise outputs.

You'll maintain and create content for 4-5 focus sectors: pitching content to editorial colleagues, researching, writing and publishing final content to the CMS.

You'll work alongside our data team to produce data-led articles about shifting consumer behaviour (e.g. forecasts, segmentation, social media analysis).

You'll analyse platform usage stats to inform our client sector commissioning strategy and work alongside our client teams to boost engagement.

You'll support our consultancy team by creating and preparing workshop materials and presenting your research findings.

You'll be a content ambassador, internally and externally, accurately reflecting our commercial positioning and tone of voice.

Why we should hire **you**.

You have at least 3 years' experience in a content creation role, ideally in the consumer trends/insights industry.

You have an active understanding of and keen interest in social, digital, demographic and economic change.

You have experience of working directly with consumer data sources, such as survey datasets or social media data.

You are a strong communicator with outstanding verbal and written English skills. You can contribute high quality written analysis and sector expertise on a regular basis.

You have experience of SEO and website analytics.

You have a high level of IT literacy with strong internet research skills. You have a relevant degree or work experience equivalence.

The rewards for being **you**.

- A competitive base salary
- Performance bonus scheme
- Workplace pension
- Flexible/hybrid working/work-study support
- Co-working office in Shoreditch, with a gym and other benefits.
- 25 days' holiday plus public holidays
- Additional time off between Christmas and New Year in addition to your holiday allowance
- Cycle to work and personal tech schemes
- Wellbeing support programme
- We're a social bunch, who like to work hard and laugh hard.

Have we convinced **you**? What do the team say?

"Every single day is stimulating - always challenging with new brain fodder at every turn"

"We're fun and informal, not corporate, but still serious and committed to delivering excellence"

"We are never the boring one at the dinner table - always a perspective to add"

"We're curious and outspoken, on the good end of crazy!"

"There's room for creativity and opportunity at all levels"

"We do not like standing still. We aim to be 5 steps ahead in the future"

If we sound like the kind of company you would like to be part of, please send your CV and a covering letter (including any salary expectations) to careers@foresightfactory.co

Please note, only applicants progressing to the next stage will be contacted.