

Senior Consumer Trends Analyst London

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 in and understanding of consumer behaviour foresight, our ideal candidate will have at least 3 years' experience in a content creation and consumer trends/foresight role. They will be passionate about creating insightful and actionable content that delivers value for our client community.

Our ideal candidate will have experience of working directly with consumer data sources, such as survey datasets or social media data, in addition to excellent verbal and written communication skills.

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.

The sort of things you will be doing.

- Creating commercially impactful content for our trends and foresight 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 five or more focus sectors: pitching content to editorial colleagues, researching, writing and publishing final content on our CMS.
- Analysing platform usage stats to inform sector commissioning strategy and working alongside relevant teams to boost client engagement.
- Supporting our consultancy team, creating and preparing workshop materials and presenting research findings.
- Supporting our marketing team, contributing ideas and copy for content marketing, including blog pieces, social media content and press enquiries.
- Being a content ambassador, internally and externally, accurately reflecting Foresight Factory's commercial positioning and tone of voice.

Why we should hire you.

- 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/foresight industry.
- Experience of working directly with consumer data sources.
- Outstanding verbal and written communication skills.
- Ability to interpret and analyse data.
- 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

- Competitive salary commensurate with experience
- Performance related bonus
- Vitality health insurance.
- Workplace pension with 3% company contribution
- 2 x base salary life insurance
- 28 days' holiday plus public holidays.
- Ability to swap existing public holidays for celebrations or holidays of other religions.
- Continuous professional development linked to company objectives and personal goals, and £500 annual training allowance.
- Flexible work patterns and hybrid working
- Ability to work from anywhere in the world – 2 weeks per annum.
- Family friendly and compassionate leave policies
- Great design-led (dog friendly) office space in the heart of Shoreditch (theofficegroup.com)
- Free membership to on-site gym through Manor London (mymanor.london)
- Season ticket loans, cycle to work and personal tech schemes
- Wellbeing support programme
- End of quarter company celebrations and frequent team outings.

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.

