

THE : FUTURE : LABORATORY JOB DESCRIPTION

Job Title:

Editorial Director

Department:

LS:N Global

Summary:

The Future Laboratory exists to help our clients to make a better future for their business by giving them the confidence to take the decisions today that will create economic, environmental and social growth tomorrow.

At the heart of The Future Laboratory is LS:N Global, a trends and consumer insight engine with a dedicated team who constantly research, analyse and document the new and next, and set out the implications for organisations across 14 industry sectors globally. LS:N Global's approach is based on data, facts and research, using a proprietary research methodology called Cultural Triangulation.

Since 2001 The Future Laboratory has grown to become one of the world's most renowned futures consultancies. From our offices in London, Melbourne and New York we help our clients to harness market trends, understand and adapt to emerging consumer needs, position their business for success and keep ahead of their competitors.

Summary of role and the next stage of evolution:

In The Future Laboratory's next stage of evolution, the Editorial Director will lead LS:N Global and the editorial team to continue to create world-leading thinking in trends, futures, foresight and the business of lifestyle analysis.

In addition to setting the vision for LS:N Global, the Editorial Director will ensure that we gain more value from Future Laboratory thinking, finding more ways to make our intellectual property more useful, valuable, actionable and in demand, and to ultimately create more revenue for The Future Laboratory either directly (through subscriptions, events, commissioned reports, etc.) or indirectly (marketing, PR, events, partnerships, etc.).

Crucially, our Editorial Director will work with our Chief Strategy Officer, Chief Growth Officer, Foresight Editor, Associate Foresight Director and Business Development Director to achieve this objective.

Key responsibilities:

- : Coordinate LS:N Global coverage across 14 lifestyle sectors, ensuring that the coverage is engaging, compelling and commercially useful
- : Continue to innovate the content and the channels we use (online, video, print, in workshops, etc.) to optimise the value of LS:N Global
- : Maintain and grow our global list of correspondents and network of experts in key lifestyle sectors
- : Ensure that all editorial content is global in scope and focuses on the end needs and requirement of LS:N Global members and The Future Laboratory's wider client base

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- : Regularly develop new products or services that use editorial insight and help the company develop an editorial strategy that brings in new reputation revenue streams. This could range from bespoke branded content to event sponsorship
- : Work alongside the insight and visual editors, as well as the presentations team, to ensure that we are delivering the required client presentation at the highest quality, and work with our Business Development Director and Associate Foresight Director to understand and improve the profitability of presentation work
- : Work closely with the Foresight team to ensure that the editorial content being developed within LS:N Global is being repurposed for client projects. Help to develop and drive Foresight as a new revenue engine for the business, focused on delivering content for brands – whether these are bespoke reports, in-house presentations or new products
- : Work closely with the Events team to ensure that we are working to deadlines on the various live insight events that the company delivers throughout the year
- : Work closely with our New Business team to make sure that we are communicating clear messages about our products and services to clients, and field any questions that the commercial team may require assistance on
- : Work closely with the Marketing team to ensure that we amplify the value of any content produced by the editorial team, and conduct regular interviews with national and international press
- : Work closely with the Strategy team to ensure that insight research is fit for purpose and being utilised for our client work in ways that are actionable and strategic
- : Join the Strategy, New Business and Foresight teams on client calls and contribute to proposals and pitches where required
- : Oversee the development of our annual macrotrends, to be delivered at Trend Briefings and Global Futures Forums. Ensure that the trends reflect commercial priorities for our clients
- : Oversee our quarterly Futures Forums and Summits, coordinating the editorial team in writing report content and developing the decks to be presented on the day
- : Work with the Project Director and Project Management team to manage workflow into the editorial team, especially during busy periods where clashes between content development, company events and client presentations can cause scheduling conflict
- : Contribute to the network through writing across sections – from short daily features to longer market, show or microtrend features
- : Represent the company at industry events, on panels and in the media
- : Manage staffing, training, research, travel and freelance budgets across Insight and Visual editorial team

Essential skills and experience:

- : 8+ years in an editorial environment
- : Experience of digital editorial and other mediums (print, video, audio, live)
- : Experience of client work and how to tailor content commercially
- : Experience managing a team and representing a team at a managerial level
- : Good communication and presentation skills – both within the company and with clients
- : A proven interest in a range of consumer sectors – general rather than specialist
- : A strong understanding of a commercial environment and how to create commercially relevant, strategic and actionable content is a core requirement, and should underpin all of the above