

# THE : FUTURE : LABORATORY JOB DESCRIPTION

## Job Title:

Head of Marketing

## Department:

Marketing

## Summary:

As The Future Laboratory grows, so does our need to further develop our reputation and make our marketing efforts more strategic. We are searching for a seasoned marketer to establish The Future Laboratory's reputation as a leader in futures and foresight, evolving our awareness as a trend-forecasting business to a research and strategy partner that helps organisations to prepare for the future. The strategic use of The Future Laboratory's research, IP and trends is an essential part of finding ways to leverage our strategy work with some of the world's best brands. Reaching more senior audiences in more relevant ways to create demand for our strategic services is a key ambition for our marketing push in 2017 and beyond. The UK is still the focus, but increasingly we need to broaden our reputation in Europe, the US and the Asia-Pacific region.

The successful candidate will have 10+ years of marketing experience, developed thought-leadership or IP-driven campaigns, demonstrated an ability to work across internal and agency teams to create campaigns, have a proven ability to create annual marketing plans and be resourceful in the way they use forms of digital and print media.

## Skills and experience:

- : Experience in B2B marketing, working at senior levels in either client- or agency-side environments
- : Experience creating marketing and reputation-building campaigns using thought-leadership and research insight
- : Experience planning and developing annual marketing strategies and plans, making use of a range of marketing channels including traditional media, PR, social, email and events
- : Experience planning and negotiating partnerships to create joint marketing campaigns
- : Excellent analytical skills and the ability to synthesise significant amounts of marketing data, distil and identify actionable insights and make recommendations to refine marketing activities
- : An interest and passion for futures and trends
- : Experience working with internal teams and agencies to develop plans
- : Experience managing teams and budgets
- : Excellent presentation skills and the ability to communicate at all levels

## Qualifications:

- : 10+ years of related experience
- : Brand, strategy, marketing experience in a client, consultancy or agency environment. Multinational experience desired but not essential
- : Experience working with senior-level executives
- : Strong analytical, writing and presenting skills
- : Demonstrable interest in the creation and application of trends, consumer futures, foresight and research
- : Places as much value on the quality of a presentation as on the quality of thinking