

THE : FUTURE : LABORATORY JOB DESCRIPTION

Job Title:

Strategy Director

Department:

Strategy

Summary of department:

The Future Laboratory is one of the world's most renowned futures consultancies. We help businesses harness market trends, understand and adapt to emerging consumer needs, position their businesses for success and keep ahead of their competitors.

The Strategy team's mission is to devise and apply strategies that make more people prepared for the future, more of the time.

We work with an enviable list of clients, using a variety of tools and techniques to help us to show clients future competitive advantage so they are fit for tomorrow. In short, we show them their potential future, and help them make plans to get there from today.

Summary of role and responsibilities:

The Future Laboratory's Strategy Directors ensure that our clients' brands and businesses can take advantage of opportunities through exceptionally high-quality, inspiring, challenging and original advisory and consultancy services.

This is a central role that is as exciting as it is demanding, and it needs the successful candidate to bring their A-Game to our client list – gravitas with clients, a strong commercial sensibility, someone who thrives on collaboration, an impressive strategic and creative thinker who can inspire and navigate brands and businesses to their best future.

The ideal candidate will have strong brand strategy experience in the placemaking and retail sector. Ideally, this person will have worked in an innovation agency for retail brands or investment companies, will be well versed in research methodologies and will have proven experience in the futures space. Experience of working with macro trends is highly desirable. They will have an impressive career history that demonstrates their consultancy strengths, impact on clients, entrepreneurial nature and creativity.

We are looking for a senior person to be a strong collaborator who thrives in an environment where a cross-disciplinary approach is not only encouraged, but seen to be essential in order to deliver our best possible work.

THE : FUTURE : LABORATORY

JOB DESCRIPTION

Key responsibilities:

- : Lead accounts and play a central role in the growth of those accounts
- : Form a deep understanding of the client's challenges in the short, medium and long term, looking at the brief with a wider contextual view and challenging the client brief when necessary
- : Lead projects from proposal to delivery within Strategy department
- : Support, nurture and develop more junior members of the team
- : Be a strong voice for strategy within the business
- : Develop products and services with others, ensuring we are presenting clients with future-proof recommendations
- : Represent The Future Laboratory outside of the business through profile-raising initiatives
- : Bring new thinking to our team to inspire and stimulate co-workers
- : Work collaboratively with seniors in Editorial and Studio on bespoke projects on new business development, client development and delivery of work
- : Be a living example of the qualities and attributes needed to be an effective Consultant at The Future Laboratory to inspire the team and set our desired standard

Essential skills and experience:

- : Proven futures of foresight experience
- : Intelligent, determined and focused as well as inquisitive and highly creative
- : Experience in identifying and working with cultural and consumer trends to inform brand strategy and innovation
- : Strong skills in research, strategy and innovation and comfortable working with qualitative and quantitative tools to cross-pollinate foresight with insight
- : Experience in translating strategy into innovation action points and creative briefs
- : Proven ability to lead, manage and inspire a team, delegating effectively and supporting more junior members to deliver their best
- : Proven experience delivering high-quality trends, foresight, forecasting or cultural analysis research
- : Ability to write content that clearly articulates, through visuals and copy, trend, customer and client futures
- : Experience of managing projects and client communication
- : Comfortable presenting to senior stakeholders, with the ability to communicate difficult concepts clearly
- : Understanding of commercials within projects and key financials within the business unit
- : A good visual awareness, experienced in both analysing visual expression and using visual communication to reinforce research findings and strategic recommendations
- : Happy to travel frequently and across the globe for client presentations, workshops and in-field research
- : Effective and efficient time management and organisational skills
- : Curious, globally minded, naturally sceptical and enthusiastic