



**TSI is now hiring an Innovator to join our growing team.**

**An innovator role is uniquely challenging. It's not easy, but those who have accepted the challenge will tell you it's worth it. If learning on the job excites you, read on.**

In this role you will be responsible for transforming observations and insights into useful concepts. You'll be the one to lead innovation projects and conduct workshops as your role is to help clients, individuals and teams contribute to problem-solving through their own participation.

We're looking for someone who wants to develop their problem-solving abilities and creative thinking, with a passion for copywriting.

#### **REQUIREMENTS**

- Have a degree in Business Administration, Marketing, Strategic Innovation, or something similar, and/or an English major
- Candidates with a master's degree, and overseas studying experience are preferred
- 2 years' work experience working in a consultancy, advertising agency, or similar
- Has experience working with innovation frameworks and apps (Design Thinking, Double Diamond Framework, Business Model Canvas, Empathy Maps, Value Proposition, Miro)
- A good storyteller who speaks and writes well in English and Mandarin
- Familiar with research methodologies (Qualitative and Quantitative)
- Willing to learn, organised, detail-oriented, and with the ability to think far, wide and creatively
- Has interests in food, beverage, personal care, and sustainability
- Sociable and engaging with colleagues
- Up to date with trends and Chinese culture

The Silk Initiative (TSI) is a data-led foresight consultancy that future-proofs ambitious consumer brands. Armed with the perfect combination of foresight, strategy, innovation, and design, we pride ourselves on bridging the gap between brands and consumers. TSI is a dynamic team of experts from around the world. We pride ourselves on having a positive work environment with high employee satisfaction. Our exquisitely designed headquarter office encourages the creativity, collaboration, and expertise we bring to each engagement.

#### **BENEFITS**

- Competitive salary
- Attractive year-end bonus structure
- Flexible work from home policy
- Excellent career growth
- Company offsites
- Upskilling training
- Work travels
- Summertime benefit

#### **HOW TO APPLY**

- We are after someone who has a high level of attention to detail and able to follow instructions
- Review our website and tell us 3 reasons why you'd like to join our team
- You will require a CV with a cover letter detailing why you're right for the role and what appeals to you about the position
- The cover letter should include the words "white rabbit"
- Contact: Evelyn Hussain if interested Email: [evelyn@thesilkinitiative.com](mailto:evelyn@thesilkinitiative.com) WeChat: evelynhussain