



the *silk* initiative

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 helping the team develop and execute innovation projects such as generating brand names, organising Design Thinking workshops, creating new products across the personal care, F&B and health supplement industries, and conducting desk research looking at inspiring products and packaging throughout the market. We're looking for someone who wants to develop their problem-solving abilities and creative thinking, with a passion for copywriting.

INNOVATION RESPONSIBILITIES

- Schedule projects
- Write brand and product concepts
- Collaborate with TSI's insights and strategy team to generate creative concepts
- Facilitate innovation practice with trend-watching
- Set up cross-functional workshops and projects of varied sizes and types

REQUIREMENTS

- Have a degree in Communication, Branding, Marketing, Business Administration or similar
- At least 1 year's work experience working in a consultancy or advertising agency
- Native speaker of Mandarin. Proficient in English
- A good storyteller who speaks and writes well in English and Mandarin
- Experience working with innovation frameworks and Design Thinking methodologies is preferred
- Willing to learn, organised, detail-oriented, and with the ability to think far, wide and creatively
- Candidates with a master's degree, and overseas studying experience are preferred
- 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 beautifully designed headquarter office encourages the creativity, collaboration, and expertise we bring to each engagement.

BENEFITS

- Competitive salary
- Flexible work from home policy
- Excellent career growth
- Company offsites
- Upskilling training
- Work travels

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 **Email:** evelyn@thesilkinitiative.com

