



the *silk* initiative

**TSI is now hiring an  
*Analyst* to join our  
growing Insights and  
Strategy team.**

**In this position you will play an integral role in collaborating on strategic engagements and fieldwork to help the team address the client's needs arounds insight and strategy.**



## **ROLE RESPONSIBILITIES**

- Along with Insights and Strategy team, deliver and manage projects across all stages – including setting up and running of projects, guide / questionnaire writing, fieldwork set up, managing suppliers and associates, charting of data, storytelling, and debriefing
- Interpret data and translate it into actionable recommendations for clients
- Work with manager to respond to client project briefs through rigorous analysis, grounded implications, and actionable recommendations
- Develop a working knowledge of different analytic and research methodologies
- Ensure client projects are managed effectively and within budget
- Build strong, trust-based client relationships
- Work effectively with the team/work group to accomplish organisational goals
- Contribute to company marketing activities as required

## **REQUIREMENTS**

- Bachelor's degree
- Strong conceptual and analytical aptitude
- Highly organised and resourceful
- Strong verbal and written communication skills
- One years' relevant work experience
- Plans and organises work well; able to work on multiple tasks/projects concurrently
- Ability to effectively deliver tasks and projects against tight timelines
- Ability to perform work accurately and effectively with attention to detail
- Primary and secondary research experience preferred (both qualitative and quantitative)
- Bilingual in Mandarin and English
- Excellent attention to detail

## **ABOUT TSI**

The Silk Initiative (TSI) is an insights, strategy, innovation and design agency working across Asia, with headquarters in Shanghai and offices in Singapore and Australia. Having both an Insights and Strategy team and an Innovation and Design team means we help our clients grow through our approach of 'Data In, Assets Out, Measurable Results.'

TSI is a dynamic team of experts from around the world, working with cutting edge tools to understand consumers and innovate for them. We pride ourselves on having a positive work environment with high employee satisfaction. Our beautifully designed Xuhui 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

## **HOW TO APPLY**

If interested, please email Andrew Cameron your CV and cover letter at [acameron@thesilkinitiative.com](mailto:acameron@thesilkinitiative.com). In your cover letter please include the word 'empathy.'

