

## BUSINESS PLANNER | JOB DESCRIPTION

This role requires a unique blend of experience and theory, entrepreneurial spirit and polished inter-personal skills. The candidate will work with the team of Business Designers at Brandcell.

### ROLE INCLUDES

- Designing business models that enhance and extend consumer experiences.
- Analysing data & undertaking field research
- Designing compelling value propositions for customers and consumers.
- Designing new concepts, services and consumer experiences that differentiate the clients value.
- Designing organizational structures and strategic assets to help companies be more innovative.
- Using outside-in planning to prototype new business concepts.

### SKILLS REQUIRED

We are looking for people with experience in business analysis, and implementation.

- A degree in business (or equivalent life experience), engineering, science, or design is ideal.
- Knowledge of design thinking is a plus.
- Successful candidates will combine rigorous business acumen in Marketing (Product or Brand) along with design skills.
- Minimum of 2 years of experience.
- Demonstrated understanding of the human-centric design process.
- Experience with diverse work cultures. Experience in multinational corporations a plus.
- Ability to work in an ambiguous and dynamic environment and comfortable with non- hierarchical organizations.
- Ability to work in multidisciplinary design teams.
- Excellent verbal and written communication skills
- You must be willing to get your hands dirty.

Interested candidates should send their CV and a cover letter of why they are the right person for this job to [info@brand-cell.com](mailto:info@brand-cell.com)