

Strategist

Position at Kinesis

After reviewing this position, please submit your cover letter and resume to: kinesisinc.com/contact/careers/ *No phone calls, please.*

kinesis 

Letter from Kinesis CEO, Shawn Busse:



We are looking for a relentlessly curious strategic thinker. The primary role for this position is to contribute new ideas, and champion strategic initiatives with Kinesis clients.

An ideal candidate excels at seeing a project through from concept to completion, and is driven to generate business outcomes. You enjoy working with clients and team members to build strategy, lead projects, and execute flawlessly. A winning candidate understands marketing and how it fits within the larger business strategy. Your compelling, analytical approach makes it easy for clients to move in an informed, inspired direction.

For this position, I'm most interested in a candidate who has a track record of productive team work, constantly seeks the "why" behind the work, and possesses a drive for continuous learning. You can demonstrate clear-cut examples of how your approach to generating ideas creates positive outcomes for your business and your clients. Your friends, co-workers, and bosses would describe you as ambitious, charismatic, and driven.

At Kinesis, you'll experience a once-in-a-lifetime chance to make a real difference in the lives of business owners and the Kinesis team. No bureaucracy, no politics; just great clients with big visions!

Kinesis' core clients have annual gross revenues between \$1MM and \$20MM in revenue. This means businesses with a well-developed product or service offering, but often very little in the way of marketing infrastructure. As Strategist, you will contribute ideas and deliver strategic projects to help build a marketing system that promotes healthy, sustainable client growth.

For the "A" player looking for something special and who can answer "yes" to the following questions, this is the opportunity for you:

- Do you enjoy working in a collaborative environment where you're expected to contribute top-notch ideas?
- Can you contribute in/operate in an environment oriented to trust, open communication, creative thinking, and cohesive team effort?
- Do you have a knowledge and understanding of marketing and sales strategies?
- Can you fluidly move from talking to clients to writing emails to collaborating with team members?
- Do you have clear, concise, and effective writing skills with a high level of accuracy in grammar, spelling, and punctuation?
- Are you consistently looking for a better way to improve a process?
- Do you believe in the power of small businesses? Can you effectively build plans and strategies that will thrive within real-world budgets?
- Are you looking to work at a growing firm that's unlike any other?



A handwritten signature in black ink, appearing to read "Shawn Busse". The signature is stylized and fluid.

Shawn Busse, CEO at Kinesis

About Kinesis

Recently nominated as one of the top-5 most innovative small businesses in the region, Kinesis prides itself on thinking big and providing its employees with limitless opportunity. And we're growing...fast. 2014 marked our 3rd consecutive appearance in the Portland Business Journal's Top 100 Fastest Growing Private Companies, and our growth has made room for an incredible new office in NW Portland. We're an inspired team of creative, purpose-driven marketers that love small business and what it can accomplish.

[See more of the Kinesis Culture on Facebook!](#)



Live the Kinesis Values

Our team is fueled by a set of core values. They are a living, breathing part of our internal culture, and empower every decision and action:

Think Big:

Our team approaches every project with the question, "What if?" Our clients look to us for guidance in standing out in their industry, growing their business, and being downright remarkable.

Build to Last:

Trends are for other agencies. We build solutions for our clients' businesses that stand the test of time. Our team prides itself on our attention to detail and emphasis on long-term success.

Do the Right Thing:

At the end of the day, it all boils down to integrity. Make a mistake? Own it and solve it. Realize there's a better way? Change it. Above all, be honest, upfront, and transparent.

Share the Good:

The Kinesis office fosters collaboration and the constant exchange of ideas. We continuously share successes and best practices with our clients, our coworkers, and the community around us.

Qualifications

At Kinesis, a person's core values, personality, and a demonstrable track record of success are more important to us than direct experience. That said, our ideal candidate has 3-5 years' experience in a professional service focused company, preferably serving the B2B space. Candidates with proven experience and/or passion in at least one of the following areas are encouraged to apply:

- Content Strategy and Development
- Market Research and Analytics
- Digital and Web Development Strategy (PPC/SEO background a plus)

Additionally, our ideal Strategist candidate will have the following capabilities and skills:

PROJECT STRATEGY

- Champion outcomes-driven strategy for client projects, making recommendations informed by research and business strategy.
- Lead (and contribute to) content strategy for social media, newsletters, blogs, case studies, and ad projects for company and clients.
- Practice the art of continuous-learning, making recommendations and decisions based on previous outcomes and lessons.
- Learn the fundamentals of individual clients' business strategy, and bring relevant new marketing ideas to the table.

COMMUNICATION

- Clearly communicate project strategies and their value to clients and the Kinesis team.
- Facilitate conversations that bridge the gap between big vision and tactical next steps.
- Listen before you act, know when to leverage the expertise of your team members, your client, and even your external network for inspiration and insight.
- Ask for feedback – utilize constructive criticism as your foundation for learning and growth.
- Build meaningful and productive relationships with the front line team.
- Act as a go-to resource for Senior Strategy team related to client problem solving and project strategy.

- Present ideas to clients in a bold and exciting fashion – you should feel comfortable sharing your ideas to a small group from the front of a room.

CLIENT FACILITATION

- Participate in client meetings to support Senior Strategists, and to move strategic initiatives forward.
- Interact regularly with client via ongoing email, phone calls and in-person meetings.
- Participate in the presentation of strategic initiatives and outcomes, including (but not limited to) design layouts, content plans, and analysis.
- Lead portions of annual and semi-annual client strategic planning sessions for key clients.
- Facilitate discussions between key leadership team members, including the CEO and other client executives.

COACHING

- Create an environment oriented to trust, open communication, creative thinking, and cohesive team effort.
- Explore client goals and thought processes to assist clients in identifying and implementing strategic change.
- Take a research / consultative approach to helping clients see and understand marketing and sales opportunities.
- Help articulate and set client goals, define strategies, and achieve goals.
- Ensure discussions and decisions lead toward action and implementation.
- Coach Kinesis team members on strategic thinking for clients and client projects.

PROCESS IMPROVEMENT

- Help create scalable processes for project implementation and team accountability.
- Question the status quo, bringing ideas to the table for improved efficiency and effectiveness.
- Experiment with new approaches, collaborating with team members to optimize current processes.
- Document as you learn to create curriculum for future training opportunities.