

Senior Interactive Position



kinesis

After reviewing this position, please visit the “career center” section of the Kinesis website. There you’ll find more information, as well as the form used to begin the application process. *No phone calls, please.*

Letter from Kinesis CEO, Shawn Busse:

"I am looking for an experienced interactive professional who understands the critical interplay between marketing and the web. This person believes in the transformative power of the internet, and can consistently use their expertise to propel clients to the next level within their marketplace. Kinesis design professionals are also solidly grounded in reality: we understand that the function of effective web programming is to help our clients generate more business.

On a day-to-day basis, I expect to work with a team member that's both a creative and collaborative force within the organization. Our ideal candidate consistently works hard, pushing to make Kinesis (and its clients) better and better.

This position is pivotal to our organization. Our online and design teams play an active role with clients; you are expected to convey our professional approach in person, on the phone, and in writing.

For those looking for a diverse career path, this position leads into several potential leadership roles at Kinesis. You have a rare opportunity to develop not only your technical skills, but also project management, client interaction, and team leadership."

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

- Do you enjoy working in a collaborative environment where you're expected to contribute top-notch ideas?
- Do you have a track-record of success working in a nimble yet effective way?
- Are you comfortable communicating with clients and vendors outside of the organization?
- Do you have clear, concise, and effective writing skills?
- Can you gracefully handle rejection by clients or other team members?
- Can you fluidly move from creating designs to writing emails to collaborating with team members?
- Are you looking to work at a firm that's unlike any other?



Live the Kinesis Values

Kinesis team members strive to live our core values every day. We don't give lip-service - we live, breathe, and believe in these core tenants. For the interactive position, this is what's expected:

Think Big: “Outside the box” may be a tired cliché, but at Kinesis, we expect our team to approach every problem with the question, “what if?” Our clients look to us for guidance in standing out in their industry. We've won plenty of awards - what we care about is when our clients say, “Wow!”

Build to Last: Trends are for other agencies. We want to build brands that stand the test of time and represent a real, lasting value to our clients. Work done by the design team is built with exacting care, attention to detail, and an emphasis on long-term success.

Share the Good: Your mother, your teachers, and Dr Seuss all know this truth - sharing is a good thing. The Kinesis design team fosters collaboration and the exchange of ideas (no cubicles and headphones here!). We work in an open office environment, and strive to bring good ideas to our clients, to our coworkers, and to the community around us.

Do the Right Thing: At the end of the day, it all boils down to integrity. Make a mistake? Own it, fix it, and try not to do it again. Apologize if necessary and try not to repeat.



Qualifications

At Kinesis, core values, abilities, and a demonstrable track record of success are more important to us than direct experience. An ideal candidate would demonstrate the following:

CORE ATTRIBUTES

- Thrives on systems and well organized processes
- Flexible enough to adopt new changes when they arise
- Follow through to set and keep expectations to commitments
- Translate large vision into comprehensive systematic implementation
- Constantly learning and looking for new or better solutions
- Able to visualize structural hierarchies
- Convert visual design to code with great accuracy
- ★ Convert marketing strategy to ROI

TECHNICAL SKILLS

- Proficiency in Photoshop and Illustrator
- Usage of appropriate applications (texteditor, FTP, mySQL admin, web panels)
- Capable of hand coding of vital areas of HTML, CSS, Wordpress
- Semantic structuring
- Clear and efficient code formatting and commenting
- Consistent browser testing and bug tracking to permit limited amount of live issues

FOCUS AREAS

Basic Front-end Development

- Clean and efficient processing of visual files
- Proficient with HTML
- Proficient with CSS

Advanced Front-end Development

- Proficient with Javascript and Frameworks (Jquery)
- ★ Understanding of XML

User Interaction

- Able to select solutions for guiding users to a specific goal
- Able to identify and understand solutions for effecting change
- ★ Work with other Design and Content members to increase user engagement



User Experience

- Understand the aspects of user experience influencers
- Develop and implement user testing and analysis
- ★ Clearly articulate clients customer base and how they interact

Wordpress - General Understanding

- Basic installation and database implementation
- Comprehension of page/file structuring and appropriate usage
- Mapping out architecture
- ★ Plan out basic and custom element solutions

Wordpress - Theme Development

- Understanding and implementation of PHP and Wordpress specific syntax
- Integration of CSS and JavaScript into theme
- Knowledge of Wordpress-specific functionality

Wordpress - Plugin Development

- Understanding of useful and appropriate plugins
- Integration of advanced functionality plugins with themes
- ★ Development and maintenance of Kinesis plugins

Wordpress - Content Population

- Enter in content and finesse formatting
- Visual element population (photos)

Back-end Development

- PHP basic functions, formatting, and structuring
- MySQL database management

Alternate CMS Solutions

- Understand strengths and weaknesses of WP alternatives - ExpressionEngine / Drupal
- ★ Knowing appropriate usage and correct implementation

Alternate Development Environments

- Understand strengths and weaknesses of Flash, ASP, Ruby, etc.
- ★ Knowing appropriate usage and correct implementation of languages and applications

Infrastructure Support

- Understanding and implementation of Hosting/Domain/DNS
- ★ Understanding of Server environments (LAMP)

Metrics

- Able to interface with PPC
- Gathering and understanding of client metric reports



- ★ Critical Analysis of custom

Social Media/Ezines

- Technical aspects of social media and account setup

INTERNAL - INTERACTION & PROJECT MANAGEMENT

- Ability to collaborate with other team members
- Know how to compromise with Design and Content teams
- Present creative ideas/solutions to internal teams
- Effectively prioritize and assign project work
- ★ Manage/train other developers
- ★ Manage and oversee complex projects from concept through execution
- ★ Lead project meetings to produce positive solutions
- ★ Successfully negotiate project deadlines to create timelines and determine project scope to define cost estimates

EXTERNAL - INTERACTION & PROJECT MANAGEMENT

- Vendor coordination (outsourced and service vendors)
- Think strategically to add unexpected value to client
- Participation in client meetings for development perspective
- ★ Guide client Wordpress training
- ★ Influence client to choose effective functionalities and deliverable solutions
- ★ Leading presentation of concepts to client

PROFITABILITY

- Manage design time to set task budget
- Manage and prioritize job schedule to align with timelines
- Balance client billable time with internal Kinesis initiatives
- ★ Manage multiple tasks to assigned project budgets
- ★ Manage multiple projects to set client monthly retainer budgets

