

Senior Copywriter



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 a **Senior Copywriter** who is not afraid to take the ball and run with it. We need a writer who knows how to ask the right questions, can bring big ideas to the table, and can hammer out killer content that elevates the brand beyond the every day. **If you can write snappy headlines and body copy that sings...we want to talk to you.***

Working with Kinesis is an exceptional opportunity, but it's not for everyone - we aren't working for the Nikes and Adidas' of the world; our clients are the "real world" small businesses that need great marketing and design to grow. We don't have 50-page brand dossiers or ego-driven art directors...we're no-nonsense folks looking for a partner that can help us grow our clients' businesses.

As a small agency, we expect that our partners can get up and running fairly quickly. An ideal copywriter would lead the process with minimal direction, while adhering to schedule and budget. This is currently a full-time position; we will, however, consider exceptional applicants who are limited to part-time work."

It all points to one big question: Can you inspire?"

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 have at least 2 years of agency experience where you were responsible for leading creative teams?
- Do you have a track-record of success working across multiple industries and media?
- Can you fluidly move from creating copy to writing emails to presenting new ideas to clients?
- Do you have clear, concise, and effective writing skills with a high level of accuracy in grammar, spelling, and punctuation?
- Will you thrive when given the opportunity to lead client interactions?
- Are you looking to work with 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:

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 our work to stand the test of time and represent a real, lasting value to our clients. Work done by the 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 team fosters collaboration and the exchange of ideas, and strives 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. That being said, an ideal candidate would have the following skills:

CORE ATTRIBUTES

- Able to communicate complex technical data in a clear and compelling manner to target audiences.
- Capable of crafting big ideas and experiences, and executing them across all channels (website, social media, direct mail).
- A track record for leading successful projects, with strengths in concept and strategy development; long-form collateral creation; and interactive and print campaign planning.
- Collaborate with internal team on branding initiatives, and coordinate directly with Kinesis clients.
- Follow through with specific project expectations, commit to completion.
- Maintain high standards of copywriting, proofing, editing and quality control on all copy, with an aptitude for creative, marketing and strategic thinking.
- Knowledge of commonly-used concepts, practices, and procedures in written sale and product copy.
- Ability to manage multiple tasks and deadlines. Good communication and interpersonal skills.

FOCUS AREAS

Content Development

- Repurpose, edit and create website content using a wide range of voices and styles.
- Work with client to get to the essence of the company's story and craft marketing messages to differentiate client.
- Research, develop, and write strategy documents and marketing plans for clients.
- Proof and edit documents from design team before presenting to client.
- Write case studies, news releases, ad copy.
- Create the "voice" of a company and carry it through all channels.
- Write engaging keyword-rich copy. Know the ins and outs of the SEO world and produce and strategically apply the keywords and phrases.
- Vary language and tone of messages based on product and medium.



Social Media/Newsletters

- Contribute to social media, newsletters, and blogs for company and clients.
- Understand MailChimp and social network(s) technical standards and limitations.

Branding

- Conduct client, competitor and industry research. Become familiar with product technologies and standards.
- Ability to understand technical content and quickly learn new material.
- Create integrated copy that communicates messaging for several brands and aligns the brands' voices across all channels.
- Explore different ideas and concepts for both the visual and verbal elements in union with the creative team.
- Interview client's customers to provide testimonials and case studies.
- Able to extend brand to social media networks.

PROFITABILITY

- Accurately identify and manage budget and timelines for a variety of copy projects.
- Manage and prioritize job schedule to align with timelines.
- Maintain minimum 60% billable utilization.

