

Strategic Team Leader 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:

“We are looking for a strategic thinker and client leader. The primary role for this position is to serve as the key point of contact with our client business owners.

An ideal candidate excels at coaching, mentoring, and facilitation. You enjoy working with clients in a role that’s simultaneously motivational and consultative. A winning candidate has a deep understanding of marketing strategies; your compelling and persuasive approach always leaves the sense of a win-win relationship.

For this position, I’m most interested in a candidate who’s had real-world experience herding cats, holding hands, and managing key accounts. You can demonstrate clear-cut examples of how your clients think of you as their constant champion.

We expect a wide range of candidates with diverse backgrounds. 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!”



Big Business Sophistication, Small Business Reality

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. The Strategic Team Leader is the point person 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 create an environment oriented to trust, open communication, creative thinking, and cohesive team effort?
- Can you lead and facilitate efficient and collaborative meetings?
- Do you have the knowledge and understanding of all facets of marketing and sales?
- 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 manage accounts with real-world budgets?
- Are you looking to work at a growing firm that's unlike any other?



Live the Kinesis Values

Kinesis team members strive to live our core values every day. We don't just give lip-service to them or have them posted on some wall that nobody reads. We live, breathe, and believe in our core tenants. For this Team Leader position, here is what's expected:

Think Big: “Outside the box” may be a tired cliché, but at Kinesis, we expect our Team Leaders 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 - but what we care about most is when our clients say, “Wow!”

Build to Last: Trends are for other agencies. We want to build our clients' businesses to stand the test of time. Work done by you and your team is built with exacting care, attention to detail, and an emphasis on long-term success. Think of your projects as furniture: most agencies build with particleboard and glue. At Kinesis, you work with hardwood every time.

Share the Good: Your mother, your teachers, and Dr Seuss all know this truth - sharing is a good thing. The Kinesis office fosters collaboration and the exchange of ideas (no cubicles and headphones here!). Your fundamental “win-win” attitude fits right in. You 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. That being said, an ideal candidate would have the following skills:

COMMUNICATION

- Research, develop, and write strategy documents and marketing plans for clients.
- Create the “voice” of a company and carry it through all channels.
- Pitch new marketing ideas and get the client excited!
- Contribute to social media, newsletters, blogs, case studies, and ad copy for company and clients.
- Help create processes that allow for project implementation and team accountability.
- Build long-lasting and meaningful relationships with clients.
- Clearly communicate client needs and expectations to the Kinesis team.

FACILITATION

- Serve as meeting manager and coordinator, including establishing meeting times, locations, and agendas.
- Interact regularly with client via ongoing email, phone calls and in-person meetings.
- Oversee the presentation of design layouts, drawings, analysis and other documentation.
- Lead and facilitate annual and semi-annual client strategic planning sessions.
- Enable groups to work more effectively and collaborate.
- Advocate for fair, open, and inclusive meeting procedures.

COACHING

- Create an environment oriented to trust, open communication, creative thinking, and cohesive team effort.
- Explore client goals and thought processes to assist clients to make changes.



- Help articulate and set client goals, define strategies, and achieve goals.
- Identify solutions within client organizations, and encourage action and accountability.
- Build better teams and stronger leaders. Encourage constant improvement and exceptional performance.
- Strive for team consensus and win-win agreements. Facilitate problem solving and collaboration.
- Intervene when necessary to aid the leadership team in resolving issues and/or dysfunctional behavior.
- Recognize and celebrate team accomplishments and exceptional performance.
- Ensure discussions and decisions lead toward action and implementation.
- Provide coaching to clients on effective management practices, leading a sales team, and how to hire good talent.

CONSULTING

- Demonstrated knowledge and understanding of marketing and sales, including: email marketing, direct marketing, Social Media, advertising, PR, consultative selling, online marketing, and event marketing practices.
- Motivate clients to consistently and persistently implement great marketing.
- Help develop and present new ideas and strategies to clients.
- Provide strategic insight and direction to clients.
- Lead clients to higher and higher levels of success.
- Make informed recommendations on marketing activities.
- Craft a client's mission, vision, values and key differentiators.
- Provide clarity and insight on defining and reaching the target audience.
- Champion and implement the client's brand and values to help to internal and external customers.

