

# Content Strategist / Copywriter

Position at Kinesis

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

kinesis 

## Letter from Kinesis CEO, Shawn Busse:



I am looking for a copywriter and content strategist who is not afraid to take the ball and run with it. We need a wordsmith 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" businesses that need great marketing and design to grow. Employees who have worked at other agencies remark at how different Kinesis is from other marketing firms.

As a small, fast-growing company, we hire self-starters that can get up and running quickly. An ideal candidate would lead projects with minimal direction, while adhering to schedule and budget. More importantly, you really, really, really need to embrace complex ideas and challenging mind-puzzles. Our clients use education and storytelling to sell their services. Effective copywriting tells a compelling story while showing respect to the sophistication and education of the clients. Put another way, if you're a word nerd with decent social skills, you'll fit well with our team.

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 following questions, this is the opportunity for you:

- Do you believe in the power of small businesses?
- Do you have clear, concise, and effective writing skills with a high level of accuracy in grammar, spelling, and punctuation?
- **Do you have at least 3 years (ideally more) of direct marketing experience** where you were responsible for writing original content?
- 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 LOVE, LOVE, LOVE writing? As in, you could do it day in and day out?
- Are you looking to work with a firm unlike any other?

I'm excited to offer this opportunity, and look forward to adding to our growing team!



Shawn Busse, CEO at Kinesis

## About Kinesis

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. 2016 marked our 5<sup>th</sup> 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!](#)



## Our Mission is Transformation

For 17 years, Kinesis has subscribed to the same big idea – we're committed to transformation in everything we do. What do we mean by that?

Kinesis is the rare company that believes personal growth, new ideas, and ongoing career development are what makes for a thriving organization. We invest in this philosophy by recruiting employees who flourish in a dynamic environment and also by only engaging with right-fit clients that support a growth mind-set. We're picky about who we work with because we know great clients make for happy employees.

## Our Clients

[We work with a broad array of clients](#) for one very deliberate reason: diversity brings fresh perspective. Most all of our clients are in the B2B space, but are doing things far from ordinary. They believe in empowered employees, breaking the status quo, and building the next Big Thing.

## 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.

## Business as a Force for Good



In 2016 Kinesis joined a community of over 1500 B Corporations; Patagonia, Ben and Jerry’s, New Seasons Market – and now Kinesis – meet the highest standard of verified social and environmental performance, public transparency, and legal accountability. While Kinesis has always been about, “Doing the Right Thing,” B Corp certification shows our commitment to success in business while supporting the environment, the community, and the employees who make Kinesis such a great place to B(e)!

[Learn more about how purpose-driven companies are making for a better world!](#)

## Key Outcomes: Utilization, Efficiency and Quality

There's a big ol' list of things you need to be able to do at Kinesis (see "Qualifications" below). We expect these skills to be table stakes. What matters most is this: The Content Strategist is a key producer and contributor to the financial health of Kinesis. This means nurturing positive, collaborative relationships with clients and coworkers, and measuring your success through **three key performance indicators**:

- 1. Utilization:** Utilization is a measure of time spent on client work. We invest a lot in our employees, so our utilization rate is quite modest for a professional services firm. That said, success means spending at least **65% of your time on work that ends up in the client's hands**.
- 2. Efficiency:** Getting faster at your work as you grow in your career is the hallmark of an A-Player. Content Strategists deliver work under budget and demonstrate continuous improvement by **reducing time-to-completion and meeting or exceeding benchmarks set by yourself and your peers**. In other words, if you take 4 hours to write your first blog post for a client, you should take less time with each subsequent post as you learn the industry and client voice.
- 3. Quality:** Quality is measured through Utilization and Efficiency, but a great content strategist also knows how to adapt to a client's voice and idiosyncrasies. Once you're through the 90-day onboarding process, **your work-product should delight fellow strategists and customers on first-pass (we pride ourselves on doing great work the first time)**.

## 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 the following capabilities:

### BRANDING

- Collaborate with internal team on branding initiatives, and coordinate directly with Kinesis clients.
- Conduct client, competitor, and industry research. Become familiar with product technologies and standards.
- Interview client customers to provide testimonials and case studies.
- Understand technical content and quickly learn new material.
- Create integrated copy that communicates brand messaging and aligns it across all channels.

### CONTENT STRATEGY

- Support senior strategists in the development and execution of content initiatives.
- Explore concepts for both the visual and written elements in union with the creative team.
- Craft big ideas and experiences, and execute them across all channels (website, social media, direct mail, etc.).
- Possess a track record for leading successful projects – with strengths in concept and strategy development, long-form collateral creation, and interactive and print campaign planning.

## CONTENT DEVELOPMENT

- Work with client to get to the essence of the company's story and craft marketing messages to differentiate client.
- Create the "voice" of a company and carry it through all channels.
- Communicate complex technical information in a clear, compelling manner to target audiences.
- Understand commonly-used concepts, practices, and procedures in sales and product copy.
- Create, edit and repurpose website content using a wide range of voices and styles.
- Write engaging, keyword-rich copy. Know the ins and outs of the SEO world and produce and strategically apply the keywords and phrases.
- Compose all content needs for clients – including (but not limited to) blog posts, whitepapers, websites, newsletters, case studies, press releases, and ad copy.
- Vary language and tone of messages based on product and medium.
- Proof and edit documents from design team before presenting to client.
- Maintain high standards of copywriting, proofing, editing and quality control on all copy, with an aptitude for creative, marketing and strategic thinking.

## SOCIAL MEDIA / NEWSLETTERS

- Understand the technical standards and limitations of each social platform, MailChimp, and WordPress. Assist in the implementation of content initiatives on each channel.
- Manage editorial calendars for social media and newsletter efforts for relevant clients.
- Lead social media strategy for relevant clients. Maintain brand voice throughout.
- Own blog and newsletter process for relevant clients, including topic idea generation, content development, and production.

## PROJECT MANAGEMENT

- Follow through with specific project expectations, commit to completion.
- Manage multiple tasks and deadlines.
- Possess good communication and interpersonal skills.
- Accurately identify and manage budget and timelines for a variety of copy projects.
- Manage and prioritize job schedule to align with timelines.

## Benefits

- Incredible team-based, win-win culture.
- Paid medical benefits and access to a pre-tax and employer co-funded Flexible Spending Account (FSA).
- 401k with 4% employer match.
- Flex Paid Time Off (take it when you need it) along with paid holidays.
- Healthy work-life balance with 150% paid overtime (the average work-week at Kinesis is around 45 hours....no crazy all-nighters or weekends).
- Employer-paid short-term disability coverage.

- A thriving workplace: Standing desks, ergonomically-friendly chairs, natural light, and roll-up garage doors for a fresh summer breeze!
- Market-based wages paid above median for the Portland market.
- Significant career advancement opportunities (our growth makes room for your growth).
- Employer-paid volunteer time.
- Continuing education opportunities and employer-paid learning events
- Carpool reimbursements, Bike commute rewards, and pre-tax Transit reimbursement.
- Friday team lunches and Monday morning breakfasts. Yum!

## Compensation

Based on experience, we've budgeted \$60 - \$75K for this position. Kinesis uses a transparent compensation model and open-book financials, so only apply if this position is within your salary range. However, if you've read this far, you know that Kinesis is about much more than a paycheck.

## Final Thoughts...

Working at Kinesis is more than a job. It's an opportunity to grow with a family that truly cares about one another. And, because we've built a company on a win-win philosophy, you'll enjoy a tremendous career growth that's second to none. Good luck!