

# Creative Team Manager

Position at Kinesis

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

kinesis 

## Letter from Kinesis CEO, Shawn Busse:



Do you love helping people and projects succeed? Do you thrive in a learning, transformative environment? Are you looking for a position that provides that next-level opportunity to grow in your career? If so, read on!

The Creative Team Manager is a new role, designed to work alongside our diverse team of designers, writers, web developers, and strategists. You will empower your team to achieve high levels of success, happiness, and growth. The most successful candidates will be “player-coaches” – individuals that know the nuts-and-bolts of creative work, but who are excited to lead others to new heights.

For this position we’re hiring a tried-and-true professional. This means you’ve been in the business world for at least 8 years and that:

- **You’re persuasive:** you easily sell ideas and projects to clients and stakeholders.
- **You delight others:** you know how to create an atmosphere of positive energy that drives results.
- **You believe in big ideas, but with boundaries:** you appreciate down to earth ideas that are simultaneously ambitious.
- **You’ve hired and fired:** you have proven people management experience, and you enjoy leading people to success.

The world is filled with managers - 90% of them won’t be a fit for Kinesis. However, if you’re part of that rare 10% of LEADERS that is driven, loves to inspire, and is organized for success, Kinesis could be the place for you. If you can answer, “Yes!” to the following questions, you might be one of us:

- Are you a high performer who takes ownership of your results with clients, financials, and fellow team members?
- Do you love managing a team and working directly with clients? Can you easily switch between leader and implementer, depending on the circumstance?
- 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 finishing projects on time and within a budget?
- Are you happiest when you finish the day by crossing everything off the list?
- Do people smile when they read your emails?
- Can you gracefully handle rejection and criticism by clients or other team members?
- Can you move quickly from one thing to another?
- Are you looking to work at a firm that’s unlike any other?



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!](#)



## 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!](#)

## Our Mission is Transformation

For 16 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.

## Qualifications

**The job in a nutshell:** This role is a balance of people and project management. You will manage a team of creatives (currently two people), and grow this arm of our business through a mix of new creative employees and contractors. And, you will ensure our creative work is of the highest quality and efficiently executed. You'll even roll up your sleeves and jump into the work when needed.

**Reports to:** CEO

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 meet the minimum requirements and have the following skills:

### Minimum Qualifications

- 8+ years working with creatives and/or marketers, with at least 3 years' experience managing and coaching 2 or more team members.
- A design background – you know what good design (and bad) looks like. You understand how the creative process works and how creatives think.
- Proven experience building and maintaining a talent pool of freelancers.
- Experience hiring and firing. You know what to look for in a great employee (and what to avoid).
- A portfolio demonstrating a passion for design and a mastery of visual communication.
- Working-level of knowledge in Adobe Creative Suite products (Photoshop, Illustrator, and InDesign), and WordPress.
- A demonstrated track record of gaining trust and respect by consistently demonstrating sound creative, strategic, and analytical thinking skills.
- Exceptional written and verbal communication skills with the ability to communicate at all levels.
- Effective, clear and concise presentation skills.
- Comfortable interacting and collaborating with others to solve problems.
- Clear understanding of component parts involved in marketing collateral, campaigns, and branding efforts in order to scope and resource allocate effectively.
- Bachelor's Degree in Graphic or Interactive Design, Marketing, Communications, or similar field.

### Role Responsibilities

- Provide leadership, mentor and train, allocate work, conduct performance reviews, and determine pay increases for creative teams.
- Provide creative leadership, vision, and conceptual direction to creative teams, inspiring them to consistently produce their best work.
- Create an environment oriented to trust, open communication, creative thinking, and cohesive team effort.
- Identify project priorities and resource management to ensure workload is evenly distributed.
- Motivate and keep the team focused and on track.
- Recognize and celebrate team accomplishments and exceptional performance.
- Familiarize the team with the customer needs, specifications, design targets, the development process, techniques and tools to support tasks.
- Lead the recruitment of top creative talent, both staff and freelancers.

- Manage multiple projects, both large and small (you'll work with everything from complex websites to business cards).
- Present concepts to clients, articulating creative concepts and rationale while developing and maintaining strong relationships.
- Assess priorities, manage time, triage, and delegate in a deadline-driven environment without putting the client or agency at risk.
- Work closely with Account and Project teams to ensure projects are within budget, scope and timeline ranges.
- Identify and cultivate new areas for growth.
- Work with Strategic Director and Director of Operations to set and achieve client and Kinesis revenue goals.

## SUCCESS METRICS

These are the key areas of focus that you'll look to meet or exceed over the course of your first year at Kinesis. Much of your work at Kinesis is about being great at things that are hard to measure (teamwork, attention to detail, willingness to pitch in, etc.). In contrast, Success Metrics are the 3 numbers we'll use to evaluate the objective success of your position.

- Personal Utilization: 25% → 40% → 50% (achieve at least 50% billable time by month 6)
- Team Utilization: >55% across the entire creative team
- Maintain or improve creative team engagement scores (currently 4.5)

## 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.
- Employer-paid professional development and continuing education
- Healthy work-life balance with 150% paid overtime
- 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
- Pre-tax transit reimbursement
- Carpool reimbursements
- Bike commute rewards
- FSA pre-tax benefits including:
  - Payroll deducted premiums (employee-paid premiums are deducted from gross pay, tax free)

- Unreimbursed health expenses: Medical expenses that are either not covered or only partially covered by your insurance plan can now be paid pre-tax. Examples include deductibles, co-pays, dental expenses (even orthodontia), vision care, and more
- Dependent Care Expenses: Child care and elder care expenses you incur while at work or school may be deducted from your paycheck before tax. In many cases this will be more advantageous than the federal tax credit.
- Friday team lunches and Monday morning breakfasts. Yum!

## Compensation

Based on experience, we've budgeted \$65 - \$80K 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!