

Chief Growth Officer

(Client Marketing Director)

Position at Kinesis

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

kinesis 

Letter from Kinesis CEO, Shawn Busse:

“ The Chief Growth Officer (CGO) is a marketing generalist – they understand marketing in a holistic way and know how to leverage tools and experts to accomplish strategic goals.

A client-facing role, the CGO helps Kinesis customers realize business growth through strategic planning and marketing execution. We're looking for candidates with experience equivalent to an in-house Senior Marketing Manager (or above), or an agency Account Manager (or Director). The ideal candidate has worked both in-house (managing agency resources) and at an agency.

Right-fit employees for this role will have a deep understanding of marketing and how it fits within a larger business strategy. Your compelling, analytical approach makes it easy for clients to move forward in an informed, inspired direction. Motivating clients and fellow team members comes naturally to you – your leadership excites people to rally around your ideas and deliver great work.

For this position, I'm most interested in a candidate who has a track record of productive team work, starts with “why” rather than “what,” enjoys getting their hands dirty with strategy, and possesses a drive for continuous learning. You know how to ask the right questions, can bring big ideas to the table, and can elevate a brand beyond the everyday.

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!

Kinesis' core clients have annual gross revenues between \$2MM and \$30MM in revenue. This means businesses with a well-developed product or service offering, but often very little in the way of marketing infrastructure. As a CGO for our clients, you will cultivate ideas and deliver strategic projects to help build a marketing system that promotes healthy, sustainable 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 believe in the power of small businesses?
- Can you effectively build plans and strategies that will thrive within real-world budgets?
- Can you lead efficient and collaborative meetings with clients and internal teams?
- Do you have a strong knowledge and understanding of marketing and sales strategies?
- Are you a high performer who takes ownership of your results with clients, financials, and fellow team members?
- Can you contribute to/operate in an environment oriented to trust, open communication, creative thinking, and cohesive team effort?
- Do you enjoy a collaborative environment where you contribute top-notch ideas?
- Do you have clear, concise, and effective writing skills with a high level of accuracy?
- Are you looking to work at a growing firm that's unlike any other?



A handwritten signature in black ink, appearing to read 'S Busse'.

Shawn Busse, CEO at Kinesis

About Kinesis

Identified by *Entrepreneur* magazine as [one of the Best Entrepreneurial Companies in America](#), Kinesis prides itself on thinking big and providing its employees with limitless opportunity. And we're growing...fast. 2016 marked our 5th consecutive appearance in the Portland Business Journal's [Top 100 Fastest Growing Private Companies](#), and our growth has made room for an incredible 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.

Certified



Corporation

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!](#)

Minimum Qualifications

At Kinesis, a person's core values, personality, and a demonstrable track record of success in a professional service focused company are the keystones to our ideal hire. Candidates with the following minimum experience are encouraged to apply:

- A minimum of 10 years' experience (preferably working in the B2B space) as a marketing professional.
- Has held the title of Senior Marketing Manager (or above), or Account Manager or Director.
- Has reported directly to business owner(s) or an executive team.
- Has worked for a marketing agency, or has been an in-house marketer where you have directly overseen agencies.

Additionally, our ideal Chief Growth Officer candidate will have the following capabilities and skills:

Client Consulting and Coaching

- Demonstrate knowledge and understanding of marketing and sales, including: email marketing, direct marketing, Social Media, advertising, consultative selling, and online marketing.
- Facilitate discussions between client's key leadership team members, including the CEO and other client executives through ongoing email, phone calls, and in-person meetings.
- Motivate clients to consistently and persistently implement great marketing.
- Provide strategic insight and direction to clients.
- Craft a client's mission, vision, values, key differentiators, and WHO.
- Provide clarity and insight on defining and reaching the target audience.
- Advocate and implement the client's brand and values to internal and external customers.
- Take a research / consultative approach to helping clients see marketing and sales opportunities.
- Articulate and set client goals, define strategies, and achieve goals.
- Ensure discussions and decisions lead toward action and implementation.

Communication & Facilitation

- Lead annual and semi-annual strategic planning sessions with clients.
- Explore client goals and thought processes to assist in implementing strategic change.
- Clearly communicate strategies and their value to clients and the Kinesis team.
- Present ideas to clients in a bold and exciting fashion.
- Inspire the team to bridge the gap between big vision and tactical next steps.
- Leverage the expertise of your team members, your client, and network for inspiration & insight.
- Delegate to, and empower, your team to solve client problems and cultivate and execute strong project strategy.
- Ask for feedback – utilize constructive criticism as your foundation for learning and growth.
- Build meaningful and productive relationships with the Kinesis team.

Content Strategy

- Work with clients to develop their company's story and unique messaging.
- Create the “voice” of a company – work with creative team to craft big experiences and execute them across all channels (website, social media, direct mail, etc.).
- Explore concepts for both the visual and written elements in union with the creative team.
- Uphold high standards of copywriting, proofing, editing and quality control for all content, with an aptitude for creative, marketing, and strategic thinking.

Process Improvement

- Help create scalable processes for project implementation and team accountability.
- Question the status quo, bringing ideas to the table for improved efficiency and effectiveness.
- Experiment with new methods, collaborating with team members to optimize current processes.
- Document as you learn to create curriculum for future training opportunities.

Key Outcomes: Account Growth & Retention

The Chief Growth Officer is the heart of the client relationship, and an active participant in maintaining the financial health of Kinesis. This means nurturing positive, collaborative working relationships with clients, as measured through **two key performance indicators**:

1. **Client Retention:** Our average client tenure is 3-5 years, but sometimes change is inevitable. It's been proven time and again that it's more efficient to maintain and grow existing clients, than to acquire new. The CGO ensures organizational stability by **retaining 75% of their client base year-over-year**.
2. **Account Revenue Growth:** The CGO is responsible for maintaining a healthy pipeline of work with our existing customer base throughout the year. As strategies ebb and flow, it's the CGO's responsibility to ensure we progress through the client's Marketing Blueprint, and consistently bring new, innovative ideas to clients. We measure this through account revenue growth, and we ask **CGO's to grow their client account revenue average by 10-20% annually**.

Salary Requirements

Given the account retention and growth responsibilities of the Chief Growth Officer, we've broken the salary into two components to reflect the importance of the position to our organization's health:

1. **Base Salary:** Your base salary is built around your client management skillsets. This includes the number of clients managed, your role in the client's Kinesis orientation (did you inherit the client or lead their initial strategic planning session?), and client retention. **Range \$80,000 - \$95,000 annually**
2. **Performance Incentive:** Your incentive plan supports the Account Growth target outlined above in the qualifications section. This plan goes into effect after a six-month training period and you're managing more than \$500,000 in revenue. **Range: \$10,000 - \$30,000 annually**

TOTAL COMPENSATION: \$80,000 - \$125,000

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.
- 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!

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!