

Senior Strategist

Position at Kinesis

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



Letter from Kinesis CEO, Shawn Busse:

“ We are looking for a marketing generalist – you’ve spent your career doing the work, and now understand marketing in a holistic way. In recent years, you’ve developed a deep understanding of how to leverage tools and experts to accomplish strategic goals.

A client-facing role, the Senior Strategist 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). We expect many candidates will have worked both in-house (managing agency resources) and at an agency.

For this position, I’m most interested in a candidate who has a track record of productive teamwork, 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. Driven candidates are drawn to Kinesis because they know they’ll work with whip-smart coworkers and clients who value their willingness to embrace and solve complex problems.

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 Senior Strategist, you will contribute ideas and deliver strategic projects 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 your coworkers use words like, “nimble,” “curious,” “driven,” and “surefooted,” when they describe you?
- Do you have a strong understanding of marketing and sales strategies?
- Can you fluidly move from talking to clients to writing emails to collaborating with Kinesis 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 build plans and strategies that will thrive within real-world budgets?
- 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

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 5th 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: Marketing Strategists are key producers and contributors to the growth and 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. 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**.
- 3. Quality:** Quality is measured through Utilization and Efficiency, but a great 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. Put another way: People ask to have you put on their projects**.

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 Senior Strategist candidate will have the following capabilities and skills:

PROJECT STRATEGY

- Leverage individual clients' business strategy to develop and champion relevant, outcomes-driven, marketing strategies.
- Lead (and contribute to) content strategy for social media, newsletters, blogs, case studies, and ad projects for company and clients.
- Collaborate with Chief Growth Officers to translate business objectives into timely plans that can thrive within real-world budgets.
- Conduct client, competitor, and industry research. Become familiar with industry products, services, and standards.

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.

CLIENT FACILITATION

- Participate in client meetings to move strategic initiatives forward.
- Interact regularly with client via ongoing email, phone calls and in-person meetings.
- Participate in the presentation of strategic initiatives and outcomes, including (but not limited to) design layouts, content plans, and analysis.
- Lead portions of annual and semi-annual client strategic planning sessions for key clients.
- Facilitate discussions between client's key leadership team members, including the CEO and other client executives.

COACHING

- Explore client goals and thought processes to assist in implementing strategic change.
- Take a research / consultative approach to help clients understand marketing opportunities.
- Coach Kinesis team members on strategic thinking for clients and client projects.
- Help articulate and set client goals, define strategies, and achieve goals.
- Ensure discussions and decisions lead toward action and implementation.
- Create an environment oriented to trust, open communication, and creative thinking.

COMMUNICATION

- Clearly communicate project strategies and their value to clients and the Kinesis team.
- Present ideas to clients in a bold and exciting fashion – you should feel comfortable sharing your ideas to a small group from the front of a room.
- Facilitate conversations that bridge the gap between big vision and tactical next steps.
- Leverage your team, client, and even your external network for inspiration and insight.
- Act as Chief Growth Officers' go-to resource related to client problem-solving & project strategy.
- Ask for feedback – utilize constructive criticism as your foundation for learning and growth.
- Build meaningful and productive relationships with the Kinesis team.

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.

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, up to 4 weeks in the first year) along with paid holidays.
- 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
- Carpool reimbursements, Bike commute rewards, and pre-tax Transit reimbursement.
- Friday team lunches and Monday morning breakfasts. Yum!

Compensation

This position pays between \$75K - \$85K, based on experience. 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.

Career Advancement

For those interested in advancing their careers, the Senior Strategist role is a training platform for the Chief Growth Officer position. [You can learn more about that role here.](#)

Final Thoughts...

Working at Kinesis is more than a job. It's an opportunity to grow with a team 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!