

Strategist

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:



A Strategist at Kinesis is an agent of business transformation. You'll thrive in this role if you enjoy seeing business as a complete ecosystem. For you, *everything* from marketing strategy to operations to culture and values is a part of a larger whole. Kinesis Strategists understand that there's an inherent harmony when a business aligns its purpose with these separate yet connected functions.

In this role, you'll work as part of a team to develop and implement *business* strategies. Working closely with your colleagues and clients, you'll uncover meaningful opportunities and help our business-owner clients make ideals a reality.

This Strategist's day-to-day is a world of diversity: you might facilitate a strategic planning session to determine how to position a company, then write content for a brochure to spark cross-selling opportunities, or concept a process graphic with one of our designers. Long story short: we look for team-players who love to do the work as much as they enjoy seeing the success of their colleagues.

Kinesis started almost 20 years ago in marketing, and many of our tools are rooted in that field. For example, we still create badass brand identities, and we value empathy as a source of insight. Over the past decade, our work has evolved to encompass all areas of business and the connections between them. In that context, an understanding of marketing and brand strategy will be very useful in your role. If your expertise is in an adjacent field, that's great - as long as you are excited to dig in and learn more.

To help you get a sense of whether this opportunity is a good fit for you, we have compiled the questions below:

- Does the chance to work with small businesses who genuinely care about their people inspire you?
- Can you effectively build and implement plans within real-world budgets?
- Do you find joy in getting work done that supports your team and delights your clients?
- Do you manage your own time and energy well so you can follow through on commitments to others?
- Are you comfortable with ambiguity and a highly iterative way of working?
- Do you value an open, transparent environment where people trust each other?
- Do you want a mix of independent work and intensive collaboration?
- Can you write clearly and effectively across different formats, from emails to long-form website copy?
- Are you looking for a team that values each other not just as contributors but as people?

If you answered "yes," to these questions, we'd love to learn more about you and see if Kinesis could be a home for you. We're excited for you to take the next step!

Sincerely,

A handwritten signature in black ink, appearing to read "S. Busse", with a stylized flourish at the end.

Shawn Busse, CEO at Kinesis

About Kinesis

Our mission is Transformation. For our clients, we catalyze meaningful change and help them grow, whether it's in size or sophistication. We challenge ourselves to envision possibilities beyond the status quo, take risks to reinvent the way forward, and appreciate each chance to expand our perspective.

We believe humans are always evolving, and one of our most important ambitions is to create an environment where people are supported in learning and growing – professionally and personally.

[See more of the Kinesis culture on Instagram!](#)



Our Clients

We work with small businesses (between \$3 and \$50 million in revenue) in the B2B space, ranging from data analytics to contract manufacturing. You can meet some of them at kinesis.com/clients.

What they have in common: they are energized by a bold vision for the future, and they care about their employees, customers, and communities. We often remark to each other how much we learn from them, and how excited we are to partner with them in their strategic endeavors. And we want to keep that going – which is why we are very selective about whom we welcome on board as a client.

Live the Kinesis Values

Our core values are a living, breathing part of our internal culture. As a team member, you can draw on them to inform decisions and interactions:

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 Business as a Force for Good



In 2016 Kinesis became a certified B Corp, which means we hold ourselves to high social and environmental standards. Since then, we have been using the B Corp guidelines to uncover ways we can do even better in how we treat each other, those around us, and our shared resources.

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

Key Outcomes: A Thriving Team, Remarkable Work, and Financial Resilience

We believe in clear priorities over granular metrics. With that, we’ve identified the below questions as the most important indicators of success at Kinesis:

How am I energizing the team? We don’t have A-players or rock stars here – we have a team. In our work, we look to support and inspire each other. There is no prescription on how to do that; it takes self-awareness, initiative, and good communication.

How am I co-creating remarkable work? Sometimes, the most remarkable things don’t seem glamorous – but they have a transformative impact. Whether it’s asking a thoughtful question

or designing a key piece that changes the customer experience, we always look for ways to think more deeply and imagine more freely.

How am I contributing to financial resilience? One way to do this is to be resourceful in your work. You might draw upon similar projects or rework a process to create efficiencies without compromising on quality. Another opportunity is to nurture strong relationships with our clients. We share company financials openly, so you see how your actions expand our possibilities to give back to our team and community.

Minimum Qualifications

We've found the below qualifications will give you a solid foundation for the Strategist role:

- A minimum of 4 years' experience (preferably working in the B2B space) in a relevant field: business strategy, marketing, culture, operations, or product. If most of your experience is in a field other than marketing, you'll need to have a basic understanding of marketing and brand strategy and enthusiasm for learning more.
- Experience consulting internal and/or external clients
- Experience working directly with business leaders, entrepreneurs, and/or an executive team.

Additionally, we value the following capabilities and skills:

Strategy & Execution

- Translate strategic objectives and approaches into project execution
- Conduct research and analysis
- Develop frameworks, tools, and campaigns for clients
- Write and edit content across formats, from internal communications to website copy
- Work with design team to produce deliverables with graphic elements, such as print assets, sales presentations, process visualizations, complete websites, or branded environments.
- Plan and support client events

Client Consulting

- Develop deep understanding of clients' business
- Facilitate project explorations
- Lead strategic planning sessions
- Uncover and communicate insights and opportunities for the client
- Define strategic approaches
- Present project deliverables to clients
- Continually nurture and energize the client relationship

Project Management

- Guide projects from kickoff to completion
- Think on behalf of both the client and the team; ensure everyone has what they need to fully participate
- Take responsibility for proactively moving projects forward
- Develop scopes of work, budgets and timelines together with lead strategist
- Manage project budgets and strike the right balance between efficiency and depth

Process Improvement

- Share your expertise with the team
- Question the status quo and look for ways we can level up our tools and processes
- Stay open to changes and experiments

Compensation

Within each role, we strive to pay everyone with similar experience and tenure the same salary.

We have a rigorous hiring process, so we know everyone on our team is ready to show up giving their best to the team and the company every day. Of course, that looks different for different people – but essentially, we believe everyone is adding value to similar degrees. We do have conversations about how we each contribute and how we might level up, but those don't impact salary.

Our salary ranges are based on Portland market surveys, and we make them transparent to the team. We don't engage in individual salary negotiations, because we believe in paying people well for their work and in fair compensation across the entire team. For this position, the salary range is \$64,000 - \$87,000 based on experience and tenure at Kinesis.

Benefits

For the size of our company, we offer a generous benefits package. It's designed to support our team not just as workers, but as human beings with all kinds of needs and interests. We encourage people to take their vacations and stick to a 40-hour work week when possible, so everyone can recharge their energy. As we grow, we are looking to expand our benefits package further. We currently offer:

- Paid medical benefits and access to a pre-tax and employer co-funded Health Savings Account or Flexible Spending Account (HSA / FSA)
- 401k with 4% employer match.
- 5 weeks of Paid Time Off after your first year (4 weeks your first year), plus 7 paid holidays.
- Option to work from home on days you don't have meetings
- Employer-paid short-term disability coverage.
- Employer-paid life insurance

- An open office space with ergonomic workstations, collaboration spaces, natural light, and roll-up garage doors
- 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

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. We are continuously reinventing how we work and strive to create an environment centered around people. Our policies and procedures are as simple as possible and as complex as necessary. If you are looking for a place with pre-determined molds and KPIs measuring individual success, this is not it. We find the people who love working here are self-managed, open to ambiguity, ready to show up with authenticity, and driven to figure things out as a team. Resilience, resourcefulness, and a growth mindset serve Kinesians well. Everyone here is highly engaged, with the work as well as with each other. We expect nothing less. If this all sounds like a place where you'd thrive, we are excited to hear from you. Good luck!

