

This job description in no way states or implies that these are the only duties to be performed by the employee occupying this position. Employees may be required to follow other job-related instructions and to perform other job-related duties as requested, subject to all applicable state and federal laws.

Certain job functions described herein may be subject to possible modification in accordance with applicable state and federal laws.

PUBLIC TELEVISION 19, INC.

JOB DESCRIPTION

JOB TITLE: Communications Coordinator
REPORTS TO: Communications & Digital Engagement Manager
FLSA CLASSIFICATION: Hourly/Non-Exempt

JOB SUMMARY:

The Communications Coordinator provides essential support to the Communications & Digital Engagement Manager in executing Kansas City PBS' integrated communications, social media, and digital engagement strategies. This role focuses on day-to-day content production, web content management, basic analytics tracking, and coordination across departments to ensure smooth, timely workflows. The ideal candidate is an organized, proactive communicator with strong writing skills, a passion for digital storytelling, and a willingness to learn and grow within a fast-paced media environment.

JOB FUNCTIONS:

- With oversight from the Communications & Digital Engagement Manager, craft and schedule social media posts across all Kansas City PBS, 90.9 The Bridge, and Flatland platforms.
- Support development of the monthly program guide, including gathering information and coordinating materials.
- Upload blog posts, web copy, event descriptions, and basic promotional content to Kansas City PBS' digital spaces.
- Monitor social media channels daily for comments, questions, messages, and community interactions.
- Respond to audience inquiries using established voice, tone, and response protocols.
- Flag moderation issues, escalating concerns to the Manager as needed.
- Track emerging platform trends (Reels/TikTok-style editing, hashtags, formats, etc.) flagging opportunities to the Communications & Digital Engagement Manager for consideration.
- Support the creation and execution of digital campaigns across social, email, and web.
- Collect and organize assets from internal teams, producers, and partners.

- Maintain the integrated content calendar and ensure deadlines are met.
- Coordinate cross-departmental needs for social media, PR, and digital promotional requests.
- Support earned media efforts by coordinating materials for press outreach.
- Perform other duties as assigned.

REQUIRED SKILLS/ABILITIES:

- Strong writing, editing, and storytelling skills.
- Working knowledge of social media platforms and best practices (Meta, Instagram, TikTok, X/Twitter, YouTube).
- Basic graphic design or video editing skills a plus (Canva, CapCut, Adobe Express, etc.).
- Strong organizational and project-coordination abilities.
- Ability to manage multiple tasks in a deadline-driven environment.
- Excellent interpersonal skills and comfort communicating with diverse audiences.
- Familiarity with AP Style preferred.
- Willingness to work occasional evenings/weekends for events or coverage needs.

EDUCATION and EXPERIENCE REQUIRED: An equivalent amount of training, education and experience will be considered.

- Bachelor's degree in Communications, Journalism, Marketing, Media Studies, or related field preferred.
- 2+ years of experience in social media, communications, marketing, or digital content creation (internships included).
- Experience with social media management tools (Hootsuite, Sprout, Meta Business Suite, etc.) preferred.
- Experience with analytics tools (Google Analytics, platform insights) preferred.