



## **Position Description and Specification** **President & Chief Executive Officer – Kansas City PBS**

### **The Organization**

[Kansas City PBS](#) is entering a bold new era, powered by a newly renovated, state-of-the-art headquarters designed to foster creativity, collaboration, and community engagement. As President & CEO, this position will lead dynamic TV, radio and digital media brands that inform, inspire, and connect the people of Kansas City through trusted public media programming and alternative, non-commercial music programming, with an emphasis on music discovery.

The position requires a forward-thinking leader, who can navigate the changing media landscape, engage deeply with the greater Kansas City community, drive revenue growth, and champion entrepreneurial strategies. Working closely with a dedicated Board of Directors and a talented team, this leader will shape policies, oversee fiscal responsibility, and cultivate partnerships that amplify our reach and relevance.



### **Kansas City**

Kansas City is a thriving city—home to championship-caliber sports teams like the Kansas City Chiefs, the Kansas City Royals, Sporting Kansas City, and the Kansas City Current. This fast-growing Midwest metro is an excellent place to live for job opportunities, top-rated universities, pro sports events, an incredible arts culture, a robust philanthropic environment and—of course—some of the best barbecue in America. The “Paris of the Plains” is one of the most

affordable places to live in the U.S. offering great neighborhoods for families and young professionals.

Within the 33<sup>rd</sup> largest media market in the country, Kansas City PBS and its sister station [The Bridge](#) at 90.9 FM are uniquely positioned to deliver meaningful content that resonates across platforms and generations. We seek candidates who are passionate about public media, committed to community engagement, and eager to lead in a city that values creativity and progress.

### **Position Overview**

This is an opportunity for an innovative leader with a proven track record to create a next generation public media model. The goal of Kansas City PBS is to move the organization to become a more central part of the entire community we serve – reflecting and empowering community stakeholders, life-long learners, and new audiences who appreciate quality programs and services, delivered on the most innovative platforms available.

Among the President and CEO's responsibilities:

- Oversees the operations of all media assets, ensuring high-quality content across all platforms (radio, television, web, mobile, and social media).
- Leads a team of more than 42 full-time staff and manage an annual operating budget exceeding \$12 million. Position scope includes directing the licensed PBS station at Channel 19 in Kansas City and the non-profit AAA music radio station at 90.9 FM – The Bridge.
- In collaboration with the Board of Directors, staff and community, develops and implements a strategic plan and vision for a public media institution that effectively delivers innovative, relevant, and creative programming in service to the Kansas City community.
- Ensure financial sustainability and growth through grants acquisition, directs fundraising, mid-level and major giving.
- With the board, stewards KCPBS assets including the endowment and other financial reserves.
- Serves with fiscal integrity, maximizes resource use and assures the organization is operating efficiently.
- With a committed group of stakeholders, the leader will be expected to grow the organization and expand the mission by building relationships throughout the community and optimizing organizational talent.
- ***Culture Leadership***  
Creates a diverse, inclusive and team-based organizational culture built on values of respect, openness, transparency, communication, collaboration, and innovation. Attracts, recruits, leads, develops, mentors, and motivates a diverse

staff ensuring everyone is connected to the organization's mission, vision, and shared values.

- ***Creative Innovation***  
In this time of change, leads with an entrepreneurial approach, inspires others to look at emerging trends and techniques to deliver inventive original programming, education and services to the viewership and the community at-large.
- ***Journalism and Civic Leadership:***  
Places a strong emphasis on fact-based journalism and local coverage, maintaining a culture of editorial integrity and independence. Expands current multi-media initiatives, building on the work of The Hale Center for Journalism, founded in 2013. Develops local content, including educational resources, documentaries, and short-form videos. Through its association with the Kansas City Media Collective, KCPBS collaborates with other nonprofit news outlets to support and enhance local journalism.
- ***Community Engagement:***  
Invites and empowers audience members to be part of a growing community focus, as a convener and a source of local news, documentaries, culture and information. The Bridge offers the opportunity to expand the organization's impact by showcasing local music and musicians and arts and cultural opportunities.
- ***Board Relations:***  
Works closely with the Board of Directors to fulfill the organization's mission. Develops positive, collaborative relationships with the Board providing proactive communications, support to committees and leadership in the strategic planning process.

### **Experience and Education**

The preferred candidate will bring significant experience in a senior leadership role and with a demonstrated ability in managing innovation and change. A true collaborator and an inclusive leader, the ideal candidate will bring strong business acumen, a track record of developing a strategy and shared vision in a collaborative manner with key stakeholders and the demonstrated ability to execute a plan and deliver results.

- Experience in leading an organization and reporting to a board of directors is preferred.
- Experience creating a diverse, positive team-based work environment in collaboration with staff.

- A proven track record of building and leveraging relationships within and among key stakeholders in the community, along with government, non-profits and local businesses is required.
- Proven successful fiscal management required and fundraising experience preferred.
- At least seven years of experience in a leadership role within broadcast/digital media, nonprofit management or a related industry preferred.
- Bachelor's degree required. Advanced degree, relevant continuing education, etc. preferred.

## **Key Leadership Competencies**

### **1. Strategic & Visionary Leadership**

- Visionary leader with the ability to articulate and execute a clear strategic direction
- Strategic thinker with an enterprise-wide perspective
- Innovative and future-focused
- Creative problem solver
- Decisive and action-oriented
- Comfortable taking informed, calculated risks
- Entrepreneurial, agile, and adaptable in evolving environments
- Mission-driven with a sense of urgency and accountability

### **2. Community Engagement & External Leadership**

- Skilled convener and coalition builder
- Collaborative and partnership-driven
- Authentic community ambassador and relationship builder
- Proven fundraising and resource development success
- Deep appreciation for and commitment to the Kansas City community
- Fosters and guides partnerships with other civic organizations

### **3. Interpersonal Effectiveness & Culture Leadership**

- Exceptional listener and communicator
- Empathetic leader
- Open-minded and intellectually curious
- Builds trust across diverse stakeholders
- Demonstrates humility, warmth, and a sense of humor

## **How to Apply**

The Board of Directors of Kansas City PBS is offering a very competitive salary and benefits package. The public media search organization, [NETA Consulting](#), is partnering with the Kansas City PBS search committee in this process.

**Candidates should submit applications to [Apply@netaconsulting.org](mailto:Apply@netaconsulting.org). Required: A letter of introduction; your resume and a one-page vision statement for leading Kansas City PBS. For optimum consideration, applications should be received by April 10, 2026.**

For additional information related to this search, please contact Linda O'Bryon ([linda@netaconsulting.org](mailto:linda@netaconsulting.org)), Tom Rieland ([tom@netaconsulting.org](mailto:tom@netaconsulting.org)) or Malcolm Brett ([malcolm@netaconsulting.org](mailto:malcolm@netaconsulting.org)) at NETA Consulting.

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