



KCPBS Marketing Internship Job Description

Internship Terms (dates can be flexible)

Spring: January – May (decision date: October)

Summer: May – August (decision date: February)

Fall: August – December (decision date: May)

At Kansas City PBS, a rich legacy of service has laid the foundation for a limitless future with our community. Our content platforms — television, radio, digital and education — exist to serve our region. We advance conversations through community engagement and social media, explore complicated issues with thoughtful reporting, and share the stories of people, places, and progress in our community.

Internship Summary:

Reporting to the Digital Engagement Manager, this part-time, temporary role is a vital resource for the entire Marketing department. While the primary focus is on implementing the social media strategy for Kansas City PBS, Flatland, and 90.9 The Bridge, the intern will also provide crucial support across various marketing functions, including web management, drafting press releases, proofing marketing grids, and other miscellaneous marketing assistance.

This position plays a key role in translating marketing and development goals into compelling social media and digital content. The intern will support the creation of relevant, engaging content that deepens the station's relationship with audiences, accurately reflects our mission, and drives social media audience engagement and growth. They will also collaborate with producers to effectively promote local content across all digital and broadcast platforms.

The ideal candidate is tapped into pop culture and social trends, demonstrating the ability to not just follow but trend-set. They possess a genuine passion for social media and community engagement, keen attention to detail, and exceptional writing skills.

What You Will Learn:

This internship is designed to be a significant learning experience that provides tangible, career-ready skills. Upon completion of this placement, the intern will have gained:

- Hands-on experience supporting the development of and executing a comprehensive social media strategy for three distinct media brands (Kansas City PBS, 90.9 The Bridge, and Flatland) in a professional setting
- Proficiency in creating and editing multimedia content (graphics, short-form video) specifically optimized for different digital platforms and experience with content scheduling tools (i.e. Hootsuite).
- Practical knowledge of day-to-day marketing operations, including the process of drafting official communications like press releases and managing departmental planning grids.
- Exposure to the fundamentals of website maintenance and content management systems (CMS).
- Understanding of how to interpret social media metrics and analytics to measure performance and adjust strategies that drive engagement and growth.
- Experience working effectively within a professional media organization, collaborating with production, communications, and membership teams to achieve shared organizational goals.

Key Functions:

Social Media & Content Management

- Support the creation and scheduling of brand-appropriate content, as well as posting in real-time daily across all social channels (Kansas City PBS, Flatland, 90.9 The Bridge).
- Work with key stakeholders to develop original content aligned with the unique brand voice and tone of each Kansas City PBS digital property.
- Support community engagement on social channels through direct responses to questions and interaction with comments to foster dialogue.
- Work with production staff and external production partners to identify opportunities for creating and distributing engaging short-form social media videos (e.g., Instagram Reels, TikTok, YouTube Shorts).
- Assist the Digital Engagement Manager and Communications and Engagement Manager in setting monthly and weekly priorities for each social media platform and supporting audience and engagement goals.

Cross-departmental Marketing Support

- Assist with content updates and maintenance on designated brand websites.
- Post and distribute various communications, including press releases, blog posts and media alerts.

- Provide general administrative and project assistance to the broader Marketing and Communications team as needed.

Required Skills:

- A genuine passion for pop culture, technology, and a commitment to staying up-to-date with emerging trends in social media and marketing.
- Excellent communication, professional writing, and grammar skills are essential.
- Highly detail-oriented with exceptional organizational and time management skills.
- Ability to take direction, work independently, and contribute collaboratively within a cross-departmental team.
- Availability to occasionally work outside of normal business hours for special events or campaigns.

Required Education and Experience:

- Pursuing or recently completed an undergraduate degree in Journalism, Communications, Marketing, or a related field (i.e. Film, Media). Equivalent job experience will be considered.
- Prior (and proven) experience managing or contributing to a professional social media account a plus.
- Experience editing and posting videos to social media platforms (e.g., Instagram/TikTok/YouTube Shorts).
- Experience with Adobe Creative Cloud (Premiere Pro, Photoshop) or equivalent digital media editing tools is a plus.

A High School Diploma or GED Equivalent is required.