

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 sales 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: Content & Programming Manager
REPORTS TO: Chief Content Officer
FLSA CLASSIFICATION: Salary/Exempt

JOB SUMMARY: Content & Programming Manager serves as a central connector for internal teams, external partners, and the station's diverse audiences. This role supports strong operational precision, ensuring productions are scheduled and executed accurately, and that programming recommendations align with the station's mission and audience needs. The Manager oversees a team of production operations professionals working across multiple functions, supporting efficient workflows and consistent execution. In collaboration with leadership, the Manager helps ensure a high-quality broadcast and digital content service by monitoring program acquisition opportunities and maintaining an ongoing understanding of content inventory and performance to guide strategic decision-making. With an exceptional eye for detail, this role ensures accuracy, consistency, and clarity across schedules, metadata, archives, and partner communications.

JOB FUNCTIONS:

- Lead the development and execution of monthly broadcast schedules, including program acquisitions, thematic programming, and long-term planning.
- Liaise with PBS programmers, monitor long-lead calendars, and ensure internal teams are informed of PBS priorities and programming opportunities.
- Review acquisition opportunities and share recommendations with key stakeholders.
- Supervise internal production roles (Production Specialist, Studio Coordinator, Part-time Producer, Content Coordinator) and coordinate with external contractors.
- Coordinate internal production needs with the Content Coordinator to ensure staff, equipment, vehicles, and engineering resources are scheduled as needed.
- Support studio and field production workflows, ensuring efficient operations across all content initiatives.
- Partner with Development to execute on-air fundraising strategies.
- Collaborate with Marketing to develop and implement on-air promotions and thematic campaigns.
- Maintain timely communication with internal stakeholders about programming priorities, long-range plans, and content updates.
- Work with Programming & Content Manager and YouTube internal lead to share timely metrics and adjust titles, thumbnails and keywords as needed to support video impression goals.
- Serve as project manager for the annual live broadcast of the Kansas City Symphony's Celebration at the Station.

- Other Duties as Assigned.

REQUIRED SKILLS/ABILITIES:

- Demonstrated enthusiasm and aptitude for detailed, process-driven work and accurate data entry.
- Ability to work flexibly on multiple projects simultaneously, and across teams.
- Excellent verbal and written communication skills.
- Proficiency with Microsoft Office Suite.
- Demonstrated proficiency in utilizing spreadsheets, databases and other organizational software.
- Strong cross-department communication and stakeholder coordination skills.
- Data literacy and reporting skills and ability to summarize trends and share insights
- Digital Asset Management system or other digital archive experience preferred.
- Customer-first communication skills with sound judgment and professionalism.

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

- Bachelor's degree in media studies, communication, marketing, Library and Information Sciences, Or a related field preferred.
- Equivalent education and relevant experience will be considered.
- Experience with Trello or related project management tools a plus.
- Management experience required.
- 3+ years in administrative role in media, marketing, project management, or a similar deadline-driven environment required