

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 Coordinator
REPORTS TO: Chief Content Officer
FLSA CLASSIFICATION: Hourly/Non-exempt

JOB SUMMARY: Reporting to the Chief Content Officer, the Content & Programming Coordinator is an administrative role that works across departments to ensure all content is delivered accurately, on time, and to the correct platforms. The Content & Programming Coordinator supports broadcast scheduling, manages digital uploads, places web content, gathers programming trends and data, and provides administrative support for the content greenlight process. Additionally, this role keeps internal stakeholders informed to support content priorities and serves as the first point of contact for new production partners entering the pipeline. The role responds promptly to community programming questions. Additionally, the Content & Programming Coordinator stewards the station archive and maintains ongoing awareness of content inventory.

JOB FUNCTIONS:

- Build and disseminate KCPBS' monthly broadcast schedules with a focus on continuity and compliance in broadcast operations.
- Liaise with PBS programmers, participate in station webinars, and stay informed on long-lead programming calendars to ensure development and marketing stakeholders are aware of PBS priorities. Review and research content catalogs and share potential selections with key stakeholders for consideration.
- Identify monthly priorities for national promos, series sizzles and kids programming promos to fill program breaks.
- Upload approved video files to digital distribution platforms following best practices laid out by the Kansas City PBS production team.
- Work with YouTube internal lead to share timely metrics and adjust titles, thumbnails and keywords as needed to support video impression goals.
- Support placement of assets and copy on the Kansas City PBS and Flatland websites and work with Chief Content Officer to identify opportunities to streamline user experience on both platforms.
- Provide administrative support for ongoing station special projects ensuring project details are organized and stakeholders are kept informed.
- Coordinate collection of and report on local programming and service metrics.
- Work with the Traffic team to ensure timely communication for log entry and communicate broadcast schedule changes, program information alerts from PBS, and ratings to key stakeholders in a timely manner.

- Respond to customer programming inquiries, comments, and concerns in a timely manner, and provide development team stakeholders with the information they need to support member retention and ensure programming aligns with member interests.
- Organize content meetings by managing scheduling, drafting agendas, and providing necessary meeting materials.
- Coordinate submissions for television broadcast, digital production and journalism awards.
- Maintain and share content information across key communication channels to ensure stakeholders are informed in advance of station programming priorities and long-range plans.
- Maintain a thorough understanding of the station archive, ensuring accurate cataloguing and identifying opportunities to resurface evergreen content for new and returning audiences.
- Other duties as assigned.

REQUIRED SKILLS/ABILITIES:

- Exceptional organization, process mindset and demonstrated strong attention to detail; ability to manage multiple deadlines with accuracy.
- Strong cross-department communication and stakeholder coordination skills.
- Digital publishing experience (YouTube Studio and web/CMS workflows) a plus; ability to follow technical upload specs required.
- Data literacy and reporting skills and ability to summarize trends and share insights for non-technical audiences a plus.
- Digital Asset Management system or other digital catalogueing 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, digital media, Library and Information Sciences, Or a related field preferred. Equivalent education and relevant experience considered.
- 1–3 years in a coordinator/administrative role in media, digital publishing, project management, or a similar deadline-driven environment.
- Proficiency in Excel/Google Sheets for tracking and reporting.
- Demonstrated ability to coordinate across teams, maintain calendars/schedules, and communicate changes clearly.
- Experience with broadcast operations/traffic workflows, digital asset management/archiving, or similar field preferred.