# City of Kansas City, Missouri
# Job Class Specification

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| **Job Title:** | SOCIAL MEDIA COORDINATOR | | | **Department:** | OFFICE OF CITY MANAGER |
| **Job Code:** | 1520 | **Status:** | NONEXEMPT | **Grade:** | NE-5 |

**Summary**

This position is responsible for creating and managing engaging digital content across the City's social media platforms to inform residents, promote services and programs, and support transparent, accessible communication.

This role is central to building public trust, ensuring brand consistency, and fostering two-way engagement with Kansas City's diverse communities.

**Duties and Responsibilities**

- Develops original content (graphics, videos, photos, captions) tailored for City platforms such as Facebook, Instagram, X (Twitter), TikTok, LinkedIn, and YouTube.
- Writes clear, accurate, and engaging captions using plain language to promote City services, programs, events, public notices, emergency information, and community initiatives and ensures all content aligns with the City's brand, and messaging guidelines.
- Captures short-form video content in the field using mobile devices for required platform.
- Films day of, in-the-moment footage at city events, ribbon cuttings, press conferences, community gatherings, and departmental activities with captions in mind.
- Edits simple, high-quality videos using approved tools (e.g., CapCut, Adobe, Canva) with attention to pacing, clarity, captions, and sound.
- Work closely with the City's Public Information Officers and their respective departments to gather content, verify facts, and highlight programs, staff, services, and community impact.
- Attends City events, meetings, and community activities to capture authentic, timely content.
- Seeks out creative moments that help residents better understand City services, programs and impact.
- Coordinate with social media leadership and PIOs during emergencies or time-sensitive situations, supporting rapid and accurate information dissemination.
- Assist with community outreach campaigns, public education initiatives, and digital engagement strategies.
- Maintain content calendars and coordinate posting schedules with departments and leadership.
- Perform other duties as assigned.

**Technical Skills**

Thorough knowledge of:

- Social media platforms, tools, trends, and content management practices
- Principles of public information, digital communications, and audience engagement
- Municipal communications needs and public-facing service delivery
- Basic graphic design, photography, and short-form video practices
- Brand consistency and message coordination
- Customer service principles for public interaction
- Accessibility, plain language, and inclusive communication practices
- Public records retention, open records considerations, and appropriate online conduct
- Crisis communications principles and rapid-response messaging

Ability to:

- Communicate information clearly, accurately, and diplomatically
- Exercise sound judgment when handling sensitive or high-visibility content
- Adapt messaging for different audiences and platforms
- Maintain composure in fast-moving or high-pressure situations
- Balance creativity with policy, professionalism, and legal compliance
- Work independently while coordinating with internal stakeholders
- Identify escalating issues and refer them appropriately
- Maintain confidentiality when required

**Education and Experience**

Requires an accredited Bachelor's degree in Communications, Public Relations, Journalism, Marketing, Digital Media, Political Science, or Public Administration, and one (1) year of experience in social media management, digital communications, public information, marketing or public or private sector communications.

OR

High school graduation or equivalent and five (5) years of experience in social media management, digital communications, public information, marketing or public or private sector communications.

**Certificates/ Licenses/Special Requirements**

None

**Supervisory Responsibility**

Work is performed under general direction of a department head or an assigned designee.

**Supervision Received**

Note: This job description should not be construed to imply that these requirements are the exclusive standards of the position. Incumbents will follow any other instructions, and perform any other related duties, as may be required. Reasonable accommodation will be provided to qualified individuals with disabilities. The City of Kansas City has the right to revise this job description at any time. The job description is not to be construed as a contract for employment.

**Created**

05/26