City of Kansas City, Missouri
Job Class Specification

Job Title: SOCIAL MEDIA SPECIALIST **Department:** OFFICE OF CITY MANAGER

Job Code: 1521 **Status:** NONEXEMPT **Grade:** NE-6

Summary

This position is an experienced member of the City's social media team, helping to develop strategy alongside management and supporting content execution across all platforms to ensure clear, accessible, timely communication with Kansas City residents.

This role is responsible for carrying out the City's social media vision, influencing the City's social media presence, and ensuring all messaging reflects accuracy, accessibility and government appropriate standards.

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.
- Monitors comments and messages, escalating issues as needed, and engaging with the public in a professional, respectful, and policy-compliant manner.
- Plans and capture video content that supports citywide initiatives, campaigns, and departmental communications.
- Films and produce videos optimized for each platform, including short form vertical video, light storytelling pieces, and occasional live or real time coverage.
- Creates standard operating procedures for content production, workflow review, and escalation processes.
- Partner with management to set social media strategy, audience growth plans, platform priorities, and thematic content pillars.
- Develop and maintain multi-platform editorial calendars that integrate citywide initiatives, department needs, seasonal priorities, and community moments.
- Support campaign planning for major citywide communications efforts (elections, public safety, economic development, events, emergencies, etc.).
- Produce monthly and quarterly reports and makes recommendations for improvement.
- Works 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.
- Monitor platform trends and algorithm changes and adapt strategies accordingly.
- Work with social media team to develop data driven content to increase reach, improve resident understanding, and strengthen community trust.
- 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 two (2) years of experience in social media management, digital communications, public information, marketing or public or private sector communications.

OR

High school graduation or equivalent and six (6) 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

Supervision Received

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

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