City of Kansas City, Missouri
Job Class Specification

Job Title: MEDIA SUPERVISOR **Department:** City Manager
Job Code: 1535 **Status:** EXEMPT **Grade:** EX-4

Summary

This is responsible administrative, supervisory and advanced professional and technical work directing one or more major functions of the City communications program.

Performs advanced professional and supervisory communications work overseeing public information, media relations, creative services, and brand implementation for the City. This position supervises staff engaged in public information, media response, graphic design, branding, and related administrative support while also providing direct strategic communications support for assigned departments, projects, or high-priority initiatives. Responsibilities include personnel supervision, workload and quality oversight, strategic communications planning, media and messaging review, brand stewardship, and coordination of crisis and high-impact communications. Work requires strong leadership, sound judgment, political awareness, and the ability to balance people management with direct responsibility for complex, sensitive, or high-visibility communications matters.

Duties and Responsibilities

- Supervises City Communications staff; assigns work, monitors performance, provides coaching, and ensures accountability, quality, and service consistency.
- Oversees development and execution of communications, media, and branding strategies aligned with departmental priorities, Citywide goals, and enterprise communications standards.
- Reviews and approves high-profile, sensitive, or complex communications, media materials, and creative deliverables to ensure accuracy, quality, consistency, accessibility, and brand alignment.
- Provides strategic counsel to department directors, executive leadership, and staff on communications planning, messaging, media issues, reputational risks, and sensitive matters.
- Oversees media relations activities, including inquiry response, interview coordination, press events, spokesperson preparation, and development of releases, statements, and talking points.
- Coordinates written, visual, digital, and branded communications across teams to support integrated, multi-channel campaigns and public information efforts.
- Maintains direct responsibility for assigned departments, projects, or initiatives involving complex, high-risk, or high-visibility communications needs.
- Leads or supports crisis and emergency communications for assigned areas, including rapid-response messaging, Emergency Public Information plan implementation, and after-hours response as needed.
- Oversees intake, workflow, service-level expectations, templates, and standard operating procedures to ensure efficient operations and timely delivery of work.
- Monitors team capacity, communications performance, media coverage, and service outcomes; reallocates resources and recommends process improvements as needed.
- Collaborates with communications leadership and cross-functional teams to align priorities, coordinate coverage, and ensure effective delivery of public information, design, and brand services.
- Performs related duties as required.

Technical Skills

Thorough knowledge of:

- The principles and practices of business or public administration.
- The principles and practices of media relations
- Municipal communications needs and public-facing service delivery
- Customer service principles for public interaction
- Accessibility, plain language, and inclusive communication practices
- Crisis communications principles and rapid-response messaging

Considerable knowledge of:

- Established guidelines for writing, editing and/or revising a variety of City documents.
- Translating technical, operational, legal, or sensitive information into understandable public-facing language.

Working knowledge of:

- The rules, regulations and ordinances governing the organizational unit to which assigned.
- The use of project management systems (e.g., Asana)

Ability to:

- Supervise, coach, and develop professional communications and creative staff.
- Prioritize and manage multiple deadlines, stakeholders, and service demands in a fast-paced environment
- Communicate information clearly, accurately, and diplomatically
- Interpret and apply City communications standards, procedures, and protocols
- Adapt messaging for different audiences and platforms
- Establish and maintain effective working relationships with employees, municipal officials and the general public.
- Maintain confidentiality when required

Education and Experience

High school graduation and nine (9) years of experience in public information, media relations, public affairs, journalism, or strategic communications including two (2) years of experience in a senior level communications role.

OR

An accredited bachelor's degree and five (5) years of experience in public information, media relations, public affairs, journalism, or strategic communications including two (2) years of experience in a senior level communications role.

OR

An accredited master's degree and three (3) years of experience in public information, media relations, public affairs, journalism, or strategic communications including two (2) years of experience in a senior level communications role.

Certificates/ Licenses/ Special Requirements

Must pass a background check as prescribed by the City.

Supervisory Responsibility

Supervision is exercised over a small to moderate sized staff of professional and administrative personnel.

Supervision Received

Work is performed under general direction of a department head or an assigned designee and affords wide latitude for the exercise of independent judgment and initiative.

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
5/26

Revised
7/26