



**Program #72068 - Recruitment and Retention Campaign** FY 2025 Proposed

**Department:** County Management **Program Contact:** Jenny O'Meara  
**Program Offer Type:** Operating **Program Offer Stage:** Proposed

**Related Programs:**

**Program Characteristics:** New Request, One-Time-Only Request

**Executive Summary**

The Recruitment and Retention Campaign will launch a recruitment and retention campaign to modernize the County's "This Work Matters" branding (implemented in 2013). This campaign will develop the marketing materials to promote Multnomah County's identity as an inclusive public employer, to increase the County's ability to recruit and retain diverse candidates, and to distinguish Multnomah County from other employers.

**Program Description**

This campaign enhances the services provided by Talent Acquisition in Central Human Resources. By modernizing the County's brand, the new design will standardize the look and feel of Multnomah County recruitment materials in many marketing mediums. This program aims to create renewed interest in public service by leading with our clear and inspirational mission.

This program will:

- Supply recruiters and hiring managers with a brand toolkit
- Provide updates on our candidate website and social media pages
- Fund centralized recruiting resources
- Fund local advertisements and other marketing materials (video recordings, updated branding, posters, advertisements).

The Talent Acquisition Manager will oversee vendors and deliver updates regarding design and content. This program will partner with a consultant who will provide creative design, develop recruitment materials, and engage staff by bringing forward their stories to inform the campaign's content. This modernized marketing campaign will incorporate the County's renewed mission, vision, and values in the final marketing materials.

**Performance Measures**

Measure Type	Performance Measure	FY23 Actual	FY24 Budgeted	FY24 Estimate	FY25 Target
Output	Stakeholder engagement meetings	N/A	N/A	N/A	10
Outcome	Marketing material deliverables are finalized	N/A	N/A	N/A	100%

**Performance Measures Descriptions**

Output: In order to ensure the employer brand appeals to diverse, talented candidates and resonates with employees as authentic, stakeholder engagement and feedback throughout the campaign is critical. Outcome: Upon completion of the campaign, all marketing material deliverables will be finalized and can be utilized across departments

## Legal / Contractual Obligation

Federal, state, local laws, rules, and regulations covering Civil Service recruitment processing, Veterans Preference, discrimination, American with Disabilities Act, and other hiring related issues. Labor agreements necessitate contract compliance regarding transfer rights, rates of pay, hours of work, and other matters pertaining to employment.

## Revenue/Expense Detail

	Adopted General Fund	Adopted Other Funds	Proposed General Fund	Proposed Other Funds
Program Expenses	2024	2024	2025	2025
Contractual Services	\$0	\$0	\$150,000	\$0
Materials & Supplies	\$0	\$0	\$160,000	\$0
<b>Total GF/non-GF</b>	<b>\$0</b>	<b>\$0</b>	<b>\$310,000</b>	<b>\$0</b>
<b>Program Total:</b>	<b>\$0</b>		<b>\$310,000</b>	
Program FTE	0.00	0.00	0.00	0.00

Program Revenues				
<b>Total Revenue</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

## Explanation of Revenues

This program is supported by the General Fund.

## Significant Program Changes

Last Year this program was: