



Program #72017C - Central HR - Communications Specialist 4/21/2021

Department: County Management **Program Contact:** Chris Lenn
Program Offer Type: Existing Operating Program **Program Offer Stage:** As Proposed
Related Programs:
Program Characteristics:

Executive Summary

This position fills a critical need for enhanced internal employee communications due to the impact of the county’s COVID-19 pandemic response on employee experience, adjustments to operations and services, and increased teleworking/remote working. The development of coordinated and consistent communications from central offices furthers transparency, and is also supported by employee feedback for improved communications from leadership through the Countywide Employee Survey.

Program Summary

The work of the Central Communications Specialist supports Central Human Resources’ mission of “Supporting the people who serve our community,” and has direct impact and involvement in the communication of CHR updates to policies and practices to employees.

The position implements countywide COVID-19 communications strategies on behalf of Central Human Resources by developing content and coordinating countywide strategies that provide employees timely and accessible information on county management policies and resources relevant to employee experiences and expectations.

Central communications work with leadership to create a communications team that includes departmental representation, subject matter experts, and equity stakeholders in order to collect and develop information and messaging for employees. This team works to gather information, draft, and distribute key information and messages to diverse countywide audiences that are trauma-informed, culturally appropriate and responsive, and informed by universal design principles that create accessible communications.

The Central Communications specialist is charged with identifying pathways of communication that meet the needs of employees including regular newsletters, Workday, Multco Commons, messages from central leaders, and building additional mechanisms that create employee engagement such as surveys and feedback tools. By tracking and collecting information on engagement and feedback, Central HR leaders become informed and better able to respond to and deliver communication and resources that meet the needs of employees.

Performance Measures

Measure Type	Primary Measure	FY20 Actual	FY21 Budgeted	FY21 Estimate	FY22 Offer
Output	# of Newsletters distributed	N/A	N/A	N/A	90
Outcome	% open rates of newsletter emails to employees	N/A	N/A	80	90
Output	# of COVID Page Views	N/A	N/A	N/A	6000

Performance Measures Descriptions

Performance measures demonstrate engagement between communications sent and employee response

Legal / Contractual Obligation**Revenue/Expense Detail**

	Adopted General Fund	Adopted Other Funds	Proposed General Fund	Proposed Other Funds
Program Expenses	2021	2021	2022	2022
Personnel	\$0	\$0	\$169,701	\$0
Materials & Supplies	\$0	\$0	\$10,000	\$0
Total GF/non-GF	\$0	\$0	\$179,701	\$0
Program Total:	\$0		\$179,701	
Program FTE	0.00	0.00	1.00	0.00

Program Revenues				
Total Revenue	\$0	\$0	\$0	\$0

Explanation of Revenues**Significant Program Changes**

Last Year this program was: