

Communications Office Reshuffle to Increase Marketing and Branding of Multnomah County

Introduced by Commissioner Meghan Moyer

In order to increase the visibility and transparency of Multnomah County's work, two positions in the Chair's proposed budget shall be dedicated to working with departments on branding the services Multnomah County provides through county programs, departments, employees, and contracted service providers.

In order to accomplish this:

1. In Program Offer 10007A Communications Office, reassign 1.0 FTE Public Affairs Coordinator (Job Code 6089) \$171,699 to Marketing and Branding Coordinator, or equivalent to 1.0 FTE spread out across staff positions. They will work with departments to ensure the visibility of County programs.
2. COO will work with the Communication's Office to implement this work and ensure the participation of departments. They will establish opportunities for branding and marketing visibility for the County through departments, programs, and contracts. COO will report back to the Board on progress in these efforts as well as the needs for both Communications and County departments to further this branding effort.
3. Communication's Office will create a job description specifying the needed skills in order to fill a second Marketing and Branding Coordinator. This position will be offset by eliminating the new 1.0 FTE \$171,703 Public Affairs Coordinator (Job Code 6089) \$171,699 in program offer 10007B Expanded Communications Capacity.

Budget Impact: Amendment is balanced as written.