

Salt Lake County
Decision Package Summary
 by Linked Form ID

Form ID: 26179

Name: Mayor's Admin. Brand Manager Position

Request Description: Mayor's Administration is requesting to add an FTE as a brand manager to support the website. With the existing staff, the department has made a considerable investment, and has made great progress laying the groundwork for a brand management program.

We would like to Create a Brand Manager position (graded equivalent to a 17) to:

- Oversee and manage key messages and changes to the website (i.e. no fireworks in July, water wise during summer, elections, opening of new facilities etc.)
- Develop and ensure agencies adhere to a style and brand guide
- Advise and support agencies across the County in updating service information on the website
- Assist agencies and elected offices in promoting and marketing services and encouraging public participation through the website
- Coordinate services accessibility by translation of website information/materials

		Current Stage	Type	Council Approval	Council Approval Date			
		5008 - Council	Exigency	No				
		Revenues	Expenses	Transfer In and OFS	Transfer Out and OFU	Balance Sheet	Net Change to Fund Balance	FTE
110 - General Fund								
10200000 - Mayor Administration								
601005 - Elected And Exempt Salary		0	26,650	0	0	0	(26,650)	0.00
603005 - Social Security Taxes		0	2,039	0	0	0	(2,039)	0.00
603025 - Retirement Or Pension Contrib		0	4,267	0	0	0	(4,267)	0.00
603040 - Ltd Contributions		0	111	0	0	0	(111)	0.00
603045 - Supplemental Retirement (401K)		0	48	0	0	0	(48)	0.00
603050 - Health Insurance Premiums		0	6,679	0	0	0	(6,679)	0.00
FTENSW - FTE Non-Sworn		0	0	0	0	0	0	1.00
Total Mayor Administration		0	39,794	0	0	0	(39,794)	1.00
Total General Fund		0	39,794	0	0	0	(39,794)	1.00

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Future Year Adjustments	Revenues	Expenses	Transfer In and OFS	Transfer Out and OFU	Balance Sheet	Net Change to Fund Balance	FTE
110 - General Fund							
10200000 - Mayor Administration							
601005 - Elected And Exempt Salary	0	80,156	0	0	0	(80,156)	0.00
603005 - Social Security Taxes	0	6,312	0	0	0	(6,312)	0.00
603025 - Retirement Or Pension Contrib	0	13,209	0	0	0	(13,209)	0.00
603040 - Ltd Contributions	0	342	0	0	0	(342)	0.00
603045 - Supplemental Retirement (401K)	0	150	0	0	0	(150)	0.00
603050 - Health Insurance Premiums	0	20,037	0	0	0	(20,037)	0.00
Total Mayor Administration	0	120,206	0	0	0	(120,206)	0.00
Total General Fund	0	120,206	0	0	0	(120,206)	0.00
Budget Year - Grand Total	0	39,794	0	0	0	(39,794)	1.00
Future Year Adjustments - Grand Total	0	120,206	0	0	0	(120,206)	0.00

Form ID Attachments

26179	26179_1.12.01YE_-_DP_Summary_Branding_Mgr-_Year-End (9)_20220811T100819.pdf
26179	RE_ Presentation for council on website_20220810T162124.msg