

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	0	(26,650)	0.00
603005 - Social Security Taxes	0	2,039	0	0	0	0	(2,039)	0.00
603025 - Retirement Or Pension Contrib	0	4,267	0	0	0	0	(4,267)	0.00
603040 - Ltd Contributions	0	111	0	0	0	0	(111)	0.00
603045 - Supplemental Retirement (401K)	0	48	0	0	0	0	(48)	0.00
603050 - Health Insurance Premiums	0	6,679	0	0	0	0	(6,679)	0.00
FTENSW - FTE Non-Sworn	0	0	0	0	0	0	0	1.00
Total Mayor Administration	0	39,794	0	0	0	0	(39,794)	1.00
Total General Fund	0	39,794	0	0	0	0	(39,794)	1.00

Salt Lake County
Decision Package Summary
 by Linked Form ID

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