



Agenda Item

File #: 22-0767

Requested Agenda Date:

8/16/2022

Requested Agenda Title:

Budget Adjustment: Mayor's Office's Request for \$39,794 and 1 FTE for a Branding Manager

Requested Agenda Item 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

Requested Action: Discussion - Vote Needed

Presenter(s) (with titles): Kerri Nakamura, Chief of Staff to Mayor Wilson; Katy Fleury, Mayor Communications Director

Time Needed: 20 MINS

Is this Item Time-Sensitive and/or Requesting a Time-Certain? No

Requesting Staff Member: Kerri Nakamura, Chief of Staff to Mayor Wilson

Are Supporting Documents Needed for this Agenda Item Request? Yes