



Department of County Management
MULTNOMAH COUNTY OREGON

Human Resources
Multnomah Building
501 SE Hawthorne, Suite 300
Portland, Oregon 97214

Date: 08/28/2015
To: Liesel Wendt, Department Director 2
Department: County Human Services: Director's Office
From: Susan Mullett, Classification and Compensation Unit (503/3/300) *Susan Mullett*
Request #: 3099
Position Number: 717459

We have completed our review of your request and the decision is outlined below.

Request Information:

Date Received: 08/26/2015	Effective Date: 10/01/2015 (as requested)
Current Classification: Program Specialist Senior	Allocated Classification: Program Communications Coordinator
Job Class Number: 6088	Job Class Number: 6200
Pay Grade: 31	Pay Grade: 32
	Pay Range: \$31.38 - \$38.57 Hourly \$65,521.44 - \$80,534.16 Annually

Position Information:

- Represented
- Vacant - see New/Vacant Section

New/Vacant Position Information:

If the position is vacant or the incumbent is not reclassified with the position, the position must be filled in accordance with the normal appointment procedures. If the position is reclassified due to reorganization, a limited recruitment process may be conducted. Please consult your Department Human Resources Unit for assistance.

Reason for Classification Decision:

This new vacant position within the Director's Office in DCHS is submitted for a classification to Program Communications Coordinator. This position will develop, implement and maintain the department's strategic communications, including written and marketing materials. In addition, the position will coordinate both public awareness of programs, projects, services and the impact to the community and evaluate the appropriate platforms, communications styles and overall effectiveness of the outreach. Duties are strategic communications, including using web and social media, print materials, and presentations, ensuring the communications are completed on-time and on budget, and evaluating the overall effectiveness; research and writing, including collecting policy and program information and synthesizing data to craft effective communications; collaboration and consultation, including providing leadership and overseeing the development, structure and maintenance of the department's web and social media, and collaborating with the County's Communications Office in coordinating public relations.

Consideration was given to the *Program Communications Specialist (6178)* and *Program Communications Coordinator (6200)* classifications during the review of this position and before making the allocation decision:

The *Program Communications Specialist (6178)* classification is responsible for producing web, media, and marketing materials to execute public communications plans for a department/division; supporting the public relations functions as media liaison; writing and editing materials to inform clients, employees, and the general public about services, procedures, and program requirements;

managing and presenting printed, graphic, audio, and electronic and social media; and designing and maintaining basic web page content and layout for an assigned department or division. Minimum qualifications include a Bachelor's degree in communications, computer science or computer engineering, graphic design, web page development/design, journalism, or a related field; and two (2) years of responsible experience in one or more of the following areas: web master, news reporting, public information, public relations, marketing communications, or publication development. This classification is not a good match as this position will be responsible for the overall development and maintenance of the department's strategic communication plan.

The *Program Communications Coordinator (6200)* classification is responsible for creating and leading the implementation of a department's or division's strategic communication plan using web-based applications and other media/digital publishing tools. This is the advanced senior level consultant job classification and has more complex work assignments, web leadership functions, a broad strategic role in web content, communications development, and marketing efforts, and high impact on internal and external customers of a department, division, or major stand-alone county organization. Minimum qualifications include a bachelor's degree in communications, computer science or computer engineering, graphic design, web development/design, journalism, or a related field; and six (6) years of responsible experience in one or more of the following areas: web communications/design, news reporting, public information, public relations, marketing communications or publication development. This classification is a good match as this new position will have responsibility for driving the web communication content strategy, leading content management communication, and providing business systems analysis.

The duties, responsibilities and qualifications support this position is allocated to *Program Communications Coordinator (6200)*.

Rules and Rights:

This classification decision is subject to all applicable requirements stated in Multnomah County Personnel Rule 5-50 including the provision that Central HR may re-evaluate the classification decision up to one year from the date of issue to ensure duties and work are being carried out as originally described. This allocation may require Board of County Commissioners' approval, and so this decision is considered preliminary until such approval is received.

If the position requires specialized KSAs, please submit a request for approval through Labor Relations.

If you have any questions, please feel free to contact me at 503.988.3241.