



**Contra
Costa
County**

To: Board of Supervisors
From: Kathy Gallagher, Employment & Human Services Director
Date: November 16, 2021

Subject: Add a Web Producer (LBTF) position and cancel an Administrative Aid (Deep Class) (AP7A) position in the Employment and Human Services Department

RECOMMENDATION(S):

ADOPT Position Adjustment Resolution No. 25823 to add one (1) Web Producer (LBTF) (represented) position at Salary Plan and Grade ZB5 1543 (\$6,243.75 - \$7,589.31) and cancel one (1) Administrative Aide (Deep Class) (AP7A) (unrepresented) vacant position # 16328 at Salary Plan and Grade B85 0972 (\$3,548.76 - \$5,505.29) in the Administrative Services Bureau of the Employment and Human Services Department (EHSD).

FISCAL IMPACT:

Upon approval of this action, the total cost adjustment of salary and benefits will increase by \$29,043 this fiscal year. There will be a decrease in pension cost by \$12,187. The Net County Cost (NCC) will increase by \$1,742 for seven months remaining of this fiscal year. Both positions are Administrative Services Bureau positions with funding sources/ratios of 60% Federal; 34% State; and 6% County.

BACKGROUND:

Employment and Human Services Department (EHSD) is the second largest department in Contra Costa County. The Department has increasing requirements related to its digital presence as a critical way for enhancing EHSD's ability to serve community members and

☒ APPROVE

☐ OTHER

☒ RECOMMENDATION OF CNTY
ADMINISTRATOR

☐ RECOMMENDATION OF BOARD
COMMITTEE

Action of Board On: **11/16/2021** ☒ APPROVED AS RECOMMENDED ☐ OTHER

Clerks Notes:

VOTE OF SUPERVISORS

AYE: John Gioia, District I Supervisor
Candace Andersen, District II Supervisor
Diane Burgis, District III Supervisor
Karen Mitchoff, District IV Supervisor
Federal D. Glover, District V Supervisor

I hereby certify that this is a true and correct copy of an action taken and entered on the minutes of the Board of Supervisors on the date shown.

ATTESTED: November 16, 2021

Monica Nino, County Administrator and Clerk of the Board of Supervisors

Contact: Reni Radeva (925) 6008-5036;
rradeva@ehsd.cccounty.us

By: June McHuen, Deputy

cc: Sylvia Wong Tam, Reni Radeva

employees.

BACKGROUND: (CONT'D)

The Department is in great need of a position which will be responsible for the content development, implementation, and management of its public website and private intranets, so as to also ensure that the design, content and functionality of these online communication platforms meet departmental objectives. The Community Relations/Media Unit, which is responsible for overseeing the website, intranet and social media communications, cannot accommodate the changing workload and demands in this area without the higher-level knowledge and skill set in its current classifications and structure. The Unit and the Department's Leadership have carefully evaluated EHSD's needs and have determined that it is necessary to add a position that brings knowledge and skill set that include: content creation; writing; website and intranet site design, development, production and administration; social media strategizing; knowledge of web platforms, web technologies, software programs, graphic design concepts, website training tools, adaptive technologies for people with disabilities, and current best practices for digital communications. The County-wide classification Web Producer incorporates all these needed knowledge and skills. Therefore, the Department is requesting to add a full time Web Producer position to bolster the unit's focus on digital communications via the website, intranet and social media. The Web Producer classification will enable appropriate distribution of the Community Relations/Media Unit's work, and ensures meeting the range of the Department's demands related to internal and external audience outreach.

By adding a Web Producer, EHSD will cancel an Administrative Aide (Deep Class) position (#16328) located in the Community Relations/Media Unit that has been vacant since August 2019. Several recruitments did not yield the skill set needed for the job functions, specifically related to growing needs in the area of digital communications. Additionally, adding the Web Producer classification/position enables appropriate distribution of the Community Relations/Media unit's work, and ensures meeting the range of the department's demands related to internal and external audience outreach. Therefore, trading the Administrative Aide for a Web Producer classification and equipping the Community Relations/Media Unit with a position that will focus on implementing and managing EHSD's overall digital presence, including website, intranet and social media, in order to meet the departmental internal and external communication objectives is highly advantageous for EHSD.

CONSEQUENCE OF NEGATIVE ACTION:

The Department's digital presence and ability to serve community members and employees efficiently will be ineffective and will not reflect positively on the Department's image in the community.

ATTACHMENTS

AIR#47442 - Budget - Add Web Producer - Cancel Admin Aide

P300 Add Web Producer, Cancel Admin Aide