

Budgetary Impact – Title Change for Emily

Position Change

Current Title: Activities Coordinator

Proposed Title: Activities & Marketing Coordinator

The proposed title change reflects the addition of marketing responsibilities, including promotion of programs and events, social media management, community outreach, advertising coordination, and support of occupancy and engagement goals.

Current vs Proposed Pay

- **Current hourly rate:** \$19.85
- **Proposed hourly rate:** \$21.85

Wage Increase

- Hourly increase: **\$2.00**

Annual Cost Impact

Assuming a full-time schedule of 2,080 hours per year:

- **$\$2.00 \times 2,080 \text{ hours} = \$4,160$ annually**

Summary

Current Rate	Proposed Rate	Hourly Increase	Percent	Annual Cost Increase
\$19.85	\$21.85	\$2.00	10.08	\$4,160

Benefit Impact

No additional benefits are associated with this title and wage adjustment. Therefore, the budgetary impact is limited to the increase in wages.

Justification

The proposed title change from **Activities Coordinator** to **Activities & Marketing Coordinator** recognizes the expanded scope of Emily's role. In addition to coordinating resident activities and events, the position now includes marketing-related responsibilities that support community engagement, event promotion, public awareness, and organizational outreach.

The proposed wage adjustment from **\$19.85 to \$21.85 per hour** reflects these added responsibilities and results in an annual budget impact of **\$4,160**. As no additional benefits will be incurred, the increase represents a controlled and predictable investment in a position that contributes to both resident programming and marketing efforts.