



TO: Linda Gorton, Mayor
Urban County Council

FROM: Stacey Dimon, Information Office Supervisor
Division of Government Communications

DATE: June 4, 2024

SUBJECT: LinkedIn advertising services to promote open positions for LFUCG

Request Council authorization to execute an agreement with LinkedIn advertising services to promote open positions with LFUCG at an annual cost of \$18,450. Funds are included in FY2025.

The Office of Public Information needs this action for the renewal of the annual contract with LinkedIn. LinkedIn is a top resource for sharing LFUCG job opportunities to potential employees. The platform targets and shares our positions with job seekers who have the relevant skills for the positions we have open. Through April of FY 2024, we advertised 140 jobs on the platform, reaching 40,181 job seekers with matching skills needed for the positions and 1,020 of them clicked to apply.

The term of the contract is 12 months, beginning August 1, 2024. The contract can only be canceled as the result of a material breach or bankruptcy.

What is the cost in this budget year and future budget years?

The cost for this FY is: \$0

The cost for future FY is: FY25 - \$18,450

Are the funds budgeted? Yes, for FY25

Account number: 1101-160301-0001-75106

File Number: 0606-24

Director/Commissioner: Stacey Dimon/Glenn Brown

