

<b><u>POSITION:</u></b>	Assistant Vice Chancellor, Strategic Communications
<b><u>REPORTS TO:</u></b>	Won Ha – Vice Chancellor, Communications
<b><u>INSTITUTION:</u></b>	University of California, San Francisco
<b><u>LOCATION:</u></b>	San Francisco, CA

*“At UC San Francisco, we are driven by the idea that when the best research, the best teaching and the best patient care converge, we can deliver breakthroughs that help heal the world.”*

The [University of California, San Francisco](#) seeks a seasoned communications leader to serve as Assistant Vice Chancellor (AVC), Strategic Communications, to join the Office of Communications (OC). In this new, high-profile role, the AVC will provide the vision, direction, and implementation for communications strategies that advance the strategic and business initiatives that support UCSF’s core mission areas of health sciences education, research, and care delivery. The AVC also will be responsible for managing UCSF’s issues and crisis management strategies. Reporting to the Vice Chancellor of Communications, the AVC will join a leadership team that embraces collaborative leadership as its management philosophy.

The role will work closely with colleagues across the UCSF enterprise, including leadership and staff partners in the academic, research, and care-delivery units, as well as UCSF’s shared services such as communications, marketing, community and government relations, real estate and planning, legal, university development and alumni relations, enterprise emergency management and other divisions. The AVC will lead the team responsible for identifying and translating business goals into actionable communications strategies, and collaborating with teams across the OC and the enterprise to implement them.

### **UCSF Mission, Vision, Values**

UCSF is a world-renowned public university focused exclusively on health and biomedical research and ranks among the leading institutions in its field across every mission area. UCSF advances health worldwide by educating the next generation of leaders in health and science, conducting innovative biomedical research, translating scientific discoveries into knowledge, therapies, and cures for debilitating diseases, providing compassionate adult and pediatric patient care, and serving the local and global community through community service, public policy research, and advocacy. UCSF embraces a common set of values that set a clear direction for all members of its patient care, research, and education communities. Its values statement – its shorthand for the individual and organizational behavior expected of all – is the acronym [PRIDE](#): professionalism, respect, integrity, diversity, and excellence.

The San Francisco Bay Area is well known for its rich diversity of cultures. UCSF is committed to inclusion for all patients, employees, learners, and community. Diversity is one of the core values highlighted in the PRIDE Values statement: UCSF is committed to building a broadly diverse community, nurturing a culture that is welcoming and supportive and engaging diverse ideas for the provision of culturally competent education, discovery, and patient care. It is also committed to reflecting the diversity of California's population across all levels of its staff by working to recruit and retain diverse employees.

### **Office of Communications**

The [Office of Communications](#), led by Vice Chancellor Won Ha, is UCSF's enterprise communications team, which sets the vision, direction, and execution of communications strategies to promote and defend UCSF and UCSF Health's reputation at the local, national, and global level. It provides comprehensive and coordinated leadership in planning, creating, and implementing integrated strategies across all media to foster increased awareness and support of UCSF's mission, vision, accomplishments, and strategic priorities among its internal and external constituencies. The OC serves as the official voice of UCSF to regional, state, national, and international news media, and leads integrated, outcome-driven communications to strengthen awareness of UCSF's excellence.

### **Assistant Vice Chancellor, Strategic Communications**

The AVC will join the OC at a time of significant expansion. The OC seeks a mature leader with a strong track record of developing and implementing sensitive and complex communications strategies who is experienced in providing strategic counsel at all levels of the organization, pursues their work from a strong ethical foundation, exercises discretion across a wide range of sensitive topics, promotes collaborative approaches to problem-solving, and is committed to developing staff and helping them achieve their goals against best-in-class standards.

The AVC, along with their colleagues on the OC leadership team, will collaboratively guide the office's ongoing efforts to modernize its strategies, structure, and processes. The AVC will play a key role in shaping how UCSF communicates and deploys its resources to advance its mission, reputation, and strategic priorities as an academic, research and clinical enterprise. As part of the OC leadership team, the AVC will address administrative efforts ranging from financial analysis and risk management to operational and strategic initiatives.

The AVC will join a talented, mission-driven, mutually supportive, and experienced leadership team of communications professionals committed to driving integration and shared excellence across their respective portfolios. The AVC oversees a team of five full-time employees with responsibilities in the following areas:

- Developing and operationalizing communications strategies for dynamic, complex, time-sensitive strategic and business initiatives with high public visibility.

- Developing, guiding, and operationalizing the overarching content strategy for OC-produced earned and owned content initiatives, using interdisciplinary forms of communications and storytelling.
- Collaborating with colleagues within OC, including Public Affairs, Brand Strategy and Internal Communications, to develop, guide and implement strategies for proactive earned, owned, social, and internal communications based on audience and desired outcomes.
- Developing and leading a preemptive issues management system and a crisis management protocol that collaborates closely with Legal, Risk Management, and other UCSF units.
- Cultivating productive relationships with a wide range of leaders, colleagues, and stakeholders across the enterprise including the Office of the Chancellor and the Chancellor's Executive Team and Cabinet, UCSF Health, UCSF's four schools and graduate division, University Development and Alumni Relations, the Office of Community & Government Relations, and others.

Recent examples of priority strategic and business initiatives include the approval of a comprehensive modernization of on UCSF's historic Parnassus Heights campus, approval of a new hospital building at UCSF Benioff Children's Hospital Oakland, UC systemwide changes to student health insurance, initiatives related to the expansion of UCSF Health, labor issues, and politically and culturally sensitive health care-, higher education- and research-related topics.

The AVC also will provide senior-level staff support to the Vice Chancellor as needs require and serve as his deputy, ensuring seamless OC leadership representation with the office's stakeholders and partners. The AVC will help advance the office's priorities by providing strategic analysis, planning, and problem-solving, as well as managing key initiatives led by the Vice Chancellor.

### **Responsibilities and Opportunities**

#### **Strategic Communications and Crisis Management**

- Serve as the principal leader for UCSF's strategic communications, bolstering the institution's brand and reputation while addressing potential risks and threats.
- Work with senior leaders and staff across the enterprise to create, develop, and implement comprehensive and effective long- and short-term strategic communications strategies and projects that regularly involve highly complex or sensitive subject matter or information.
- Lead long-term and real-time crisis and issues management strategies, including overseeing organizational rapid response and working closely with UCSF's Enterprise Emergency Management team as needed.
- Contribute to the overall enhancement of the image and visibility of UCSF at local, national, and international levels, by working closely with the Vice Chancellor of Communications, and the Office of Communications leadership team.
- Maintain highly productive relationships with key stakeholders (e.g., leadership, staff, faculty, learners, and external stakeholders) on communications strategies.
- Closely coordinate efforts with partners in Community & Government Relations, Real Estate and Planning, and UCSF Health, as well as communications teams within UCSF, UC, and other campuses.

- Promote UCSF's values, programs and contributions to the community; embrace diversity, equity and inclusion; foster strong relationships through initiatives that encourage support from the community, alumni, faculty, staff, students, corporations, and foundations.
- Support the OC in strengthening an operating framework to coordinate distributed activities in service of integrated communications strategies that drive and support UCSF's high-profile initiatives.

#### Leadership and management

- Hire, train, manage, and develop professional communications staff, including taking corrective action as necessary; may also manage support staff.
- Achieve organizational goals through the collective efforts of direct reports, providing expertise and insight to senior leadership to protect the organizational brand and create a content strategy for positioning the organization strategically with stakeholders, partners, and other constituencies.
- Collaborate with department leadership team members to develop and implement department strategic plans, mentor and coach staff, and cultivate a department culture of professionalism, respect, integrity, diversity, and excellence.
- Serve as Vice Chancellor's deputy, representing the department with stakeholders and partners and leading department initiatives as needed.
- Steer and coordinate the implementation of long- and short-term department strategic and operational plans. Ensures schedules and plans are established, parties are informed and prepared, and identifies necessary resource investments (e.g., budget, training, staffing, etc.) and raises awareness with appropriate groups for resolution.
- Provides a framework for policy and administrative change, involved with change management, developing strategies to remove barriers to goal achievement.

#### **Candidate Profile: Competencies and Qualifications**

The AVC must be a proactive, goal-oriented, collaborative, and agile leader with demonstrated success working within health care or an academic medical center. The ideal candidate will bring a proven track record of developing and leading communications strategies in complex and matrixed organizations, proactive leadership and team-building skills, outstanding communication and stakeholder management skills, and a strong commitment to diversity, equity, inclusion, and belonging. The AVC must possess the business savvy, emotional intelligence, and exceptional relationship skills needed to collaborate successfully with a variety of internal and external stakeholders.

Alongside these core competencies and behaviors, success in this senior-level position requires:

- A bachelor's degree; graduate degree preferred.
- Advanced knowledge and understanding of a wide range of communications capabilities with a focus on strategic communications, issues and crisis management, media relations, content marketing, and channel strategy.

- Advanced skills to create, develop, and implement complex and sensitive long- and short-term strategic communications plans requiring high levels of judgment and discretion.
- Advanced skills and experience advising executives and their teams on all aspects of communications including developing effective communications strategies and handling inquiries regarding sensitive or complex issues or information.
- Exceptional written and oral communication, presentation, and interpersonal skills coupled with the ability to relate to administration, colleagues, faculty, staff as well as external stakeholders.
- Advanced knowledge and skills in financial and personnel administration and management.
- Advanced ability to recruit, train, and manage high-performing teams; Experience taking corrective action as required.
- Advanced critical thinking, and problem recognition and resolution skills.
- Advanced skills and a balanced, people-centered approach to developing and managing workflow processes to ensure team members are properly resourced to deliver high-quality work within budget and time constraints.
- Expert messaging skills with advanced knowledge of strategic communications, including issues and crisis management in complex and competitive environments.
- Demonstrated leadership skills with the ability to oversee and motivate communications professionals and business partners—at leadership and staff levels—across the enterprise to achieve targeted goals.
- Demonstrated commitment to diversity, equity, inclusion, belonging and anti-racism, which are foundational values central to the UCSF’s mission.
- Strong detail orientation and organizational and analytical skills along with the ability to balance with and toggle between big-picture, strategic and systems thinking.
- Demonstrated orientation towards initiative, tact, diplomacy, and creativity.
- Fifteen or more years of experience in strategic communications in health care, an academic medical center, and/or higher education are required, with 10+ years of experience in a managerial, supervisory, or lead role.
- Advanced knowledge of UCSF, its achievements, mission, vision, goals, policies, and infrastructure; advanced knowledge of current affairs and issues in higher education and / or health sciences, are highly preferred.

### **University of California, San Francisco**

Founded in 1864 and integrated into the University of California in 1873, UCSF today comprises professional schools of dentistry, medicine, nursing, and pharmacy; a graduate division for predoctoral and postdoctoral scientists; UCSF Helen Diller Medical Center at Parnassus, UCSF Medical Center at Mount Zion, three specialty-care hospitals at UCSF Mission Bay, UCSF Health Saint Francis Hospital, and UCSF Health St. Mary’s Hospital; UCSF Benioff Children’s Hospitals in San Francisco and Oakland; Langley Porter Psychiatric Institute; and primary care and specialty clinics throughout Northern California. Beyond its Medical Center sites and its Benioff Children’s Hospitals, UCSF Health maintains partnerships with two affiliated institutions: Priscilla Chan and Mark Zuckerberg San Francisco General Hospital and Trauma Center and the San Francisco Veterans Affairs Medical Center. UCSF’s first location was the 107-acre Parnassus site, where its graduate and professional divisions largely remain alongside the Parnassus hospital complex. In

1999, UCSF broke ground on a new, 43-acre bioscience research campus at Mission Bay, just south of downtown San Francisco, opening its first building there in 2003. Over the next two decades, UCSF Mission Bay has bloomed into a vibrant and vital campus and biotechnology hub where academia and industry come together for cutting-edge, lifesaving research. In February 2015, UCSF Medical Center at Mission Bay opened on an adjacent 14 acres, designed to set new standards in patient care and to support groundbreaking partnerships between basic science and clinical researchers to speed the delivery of new therapies to benefit patients. UCSF is advancing through the planning and approvals process to replace its Parnassus facilities. This 30-year project, estimated at \$6 billion for the first phase, will occupy significant leadership time and energy as it moves forward.

In 2019, UCSF Health embarked on a bold vision to transform from a globally renowned medical center to a pre-eminent health care system, lead the Bay Area in the delivery of complex care, expand equitable access for adults and children across the region, and deliver innovation at scale. The plan has led to a significant expansion of the clinical enterprise to meet the needs of the Bay Area and beyond. In addition to UCSF's historic Parnassus and newer Mission Bay campuses, UCSF Health continues to grow across the 9-county Bay Area, bringing world-class care to over 2.5M patients in its clinics and medical centers every year and expanding the scope of its clinical research.

UCSF is the only campus in the 10-campus UC system that is exclusively focused on the health sciences, and it is the only UC campus that dedicates its educational mission to graduate and professional training. With a workforce of more than 33,300, UCSF is San Francisco's second-largest employer after the City and County of San Francisco and the fourth-largest employer in the Bay Area. UCSF has approximately 3,100 enrolled students, 990 postdoctoral scholars, and 1,870 residents (physicians, dentists, and pharmacists in training). In [the fiscal year ending June 30, 2023](#), UCSF generated \$10.2 billion in revenue. Clinical revenue for services provided by UCSF Health constituted 63% of this (nearly \$6.4 billion) and sponsored research activities generated more than \$1.86 billion. Philanthropy and investment income contributed roughly \$666 million. UCSF receives approximately 3% of its revenue from state and federal commitments and appropriations. As of June 30, 2023, UCSF's cash and investments totaled \$13 billion.

### **Compensation and Benefits**

The final salary and offer components are subject to additional approvals based on UC policy. Placement within the salary range is dependent on several factors including the candidate's work experience and internal equity within this position classification at UCSF. The range for this position is \$144,200-\$350,000.

UC offers a wide variety of health and welfare benefits, some covered by UC and some available at UC's group rates. Highlighted benefits include # weeks' paid vacation in addition to ## office holidays and sick leave. To learn more about the benefits of working at UCSF, please visit: <https://ucnet.universityofcalifornia.edu/compensation-and-benefits/index.html>

This position is not part of a collective bargaining unit.

\*

*UCSF has retained [Opus Partners](#) to support this recruitment. Craig Smith, Senior Partner, and Abigail Maynard, Senior Associate, are managing the search process. Confidential inquiries, applications, and nominations should be emailed to [abigail.maynard@opuspartners.net](mailto:abigail.maynard@opuspartners.net). In order to interview with the UCSF search committee, candidates must formally apply via Opus Partners and must provide a resume, a cover letter, and a statement of contributions to diversity, equity, and inclusion. Please consult Opus Partners for more information about the application process.*

*The University of California San Francisco is an Equal Opportunity/Affirmative Action Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, age, protected veteran or disabled status, or genetic information. Candidates whose work experience or community service has prepared them to contribute to the organization's commitment to professionalism, respect, integrity, diversity, and excellence – also known as UCSF's [PRIDE](#) values – are encouraged to apply.*