

0995 Head of Communications + External Affairs

Who We Are

The San Francisco Unified School District (SFUSD) is the seventh largest school district in California, serving more than 50,000 students annually who speak more than 44 documented languages in our 131 schools across the city of San Francisco. We aim to provide each student with an equal opportunity to succeed by promoting intellectual growth, creativity, self-discipline, cultural and linguistic sensitivity, democratic responsibility, economic competence, and physical and mental health so that each student can achieve his or her maximum potential. Every day in our quest to achieve this mission we place access and equity, student achievement, and accountability at the forefront of every child's education.

What It Means to Work Here

When you join our team at SFUSD you can expect to be part of an inclusive, innovative and equity-focused organization that approaches public education as a social justice movement that requires broad collaboration across an array of strategic partners. As a CORE district, SFUSD is also a leader in critical systems change for more comprehensive school accountability and innovations that help strengthen the instructional core, which is the foundation of our strategic plan, *Transform Learning. Transform Lives*. We want talented people from diverse backgrounds and experiences, who are inspired by our mission steeped in equity, and who are motivated to unleash our children's potential. We want people who are strong collaborators, skilled communicators, problem solvers and who are comfortable in a community of continuous learning.

About this Role

The **Head of Communications and External Affairs** plays a critical leadership role within SFUSD, building and leveraging external partnerships that further the mission of the District. Reporting directly to the Superintendent, the Head of Strategic Partnerships and Communications leads communications, including media relations, crisis communications and oversight of the district's public radio license, and coordinates government relations as well as other external affairs.

We expect the Head of Communications and External Affairs to:

Exemplify a Leadership Mindset

- **Oversee the Communications and External Affairs Divisions**, ensuring coherent alignment in service of the District's priorities and goals
- **Advocate for the interests of SFUSD** in government relations and with other external partners
- **Champion a "one-team" culture** across the district, promoting connections across divisions and between central office and schools

Manage to Results

- **Proactively plan, develop, organize, and administer** all aspects of the school District's communications strategy and day-to-day communications issues
- **Ensure essential communications** align to the District's priorities and bring the District closer to its vision, including correspondence to SFUSD staff and families, proactive media placement, internal communications, and support for the Superintendent's messaging
- **Establish performance measures, monitor results** and help the Superintendent, Executive Leadership Team, and the SFUSD Board of Education evaluate the effectiveness of SFUSD's communications

Manage Relationships and Teams

- **Partner across the District** to lead the district-wide, strategic alignment of internal and external communications, exercising influence and positional authority to create coherence
- **Build effective relationships** with media representatives, serving as the District's primary liaison to local, state and national media
- Lead external affairs to **support communication and collaboration** between SFUSD leaders and local, state and federal government officials and staff
- **Exemplify** and model the District's core values, serving as an effective ambassador of the District to stakeholders and the public at large
- **Supervise, evaluate and guide** staff across divisions, building capacity and creating accountability towards meeting short and long-term goals

The strongest candidates have:

- Experience leading communications and/or fund development divisions of a public school district or other public entity
- Ability and passion to make a compelling case for investing in public schools and public education
- The ability to create and drive organizational change that produces results
- Familiarity with San Francisco's media landscape
- Knowledge and relationships with San Francisco's philanthropic community
- Personal and professional alignment with the mission and core values of SFUSD
- Understanding of California education policy
- Extraordinary commitment to measurable results and continuous improvement
- Exceptional communication skills, both written and oral (with individuals and groups, including large, high-stakes presentations)
- The ability to work effectively with racially and ethnically diverse staff, students, and communities, bringing bring groups together across difference towards common goals

Minimum Qualifications

- Master's degree in education, public administration, communications, business administration or related field; AND
- Five (5) years of successful senior-level experience in public affairs, government relations, media relations, development or similar work involving community relations; OR
- An equivalent combination of education and experience providing the required skill and knowledge for successful performance.

Note: The position is exempt from Civil Service selection and removal procedures pursuant to San Francisco City Charter Section 10.104.

What We Offer

SFUSD offers a competitive salary of \$189,188-\$231,313.31 annually, commensurate with experience and a comprehensive benefits package including dental and vision plans, disability, life insurance, flexible spending account options, and vacation time. We also offer an inclusive and equity-centered environment where we encourage staff to bring their whole selves to work.

How to Apply

- You will be prompted to electronically attach a letter of interest, resume, letters of recommendation, and administrative credentials/licenses.
- Our Human Resources team will then review your entire application to determine your eligibility status and contact you directly should you move forward in the process

Verification

Applicants may be required to submit verification of qualifying education and experience at any point during the recruitment and selection process. If education verification is required, information on how to verify education requirements, including verifying foreign education credits or degree equivalency, can be found at <http://sfdhr.org/how-verify-education-requirements>.

Note: Falsifying one's education, training, or work experience or attempted deception on the application may result in disqualification from this and future job opportunities with the San Francisco Unified School District.

Non-Discrimination Policy

San Francisco Unified School District programs, activities, and practices shall be free from unlawful discrimination, harassment, intimidation, and bullying based on actual or perceived race, color, ancestry, national origin, ethnic group identification, age, religion, marital or parental status, physical or mental disability, sex, sexual orientation, gender, gender identity, or gender expression; or on the basis of a person's association with a person or group with one or more of these actual or perceived characteristics. This policy extends to San Francisco County Office of Education, including community school programs and activities.