

**San Francisco General Hospital Foundation  
Chief External Relations & Communications Officer**

***SFGHF seeks an energetic, entrepreneurial professional to develop and implement strategies that drive awareness and increase funding to support one of the nation's finest and most innovative public hospitals.***

For nearly 30 years, the San Francisco General Hospital Foundation ([SFGHF](#) or "the Foundation") has raised the financial resources needed to ensure that Zuckerberg San Francisco General Hospital ([ZSFG](#) or "the Hospital") remains one of the nation's finest public hospitals, delivering exceptional comprehensive healthcare and trauma services to anyone in need. SFGHF raises and strategically deploys funds for patient services, facilities, equipment, and for innovative programs and new models of care. The partnership between the two organizations reflects the spirit and values that define San Francisco: equity, compassion, respect, and a commitment to care for everyone in the city, including the most vulnerable. The Foundation's capital campaign enabled the building of ZSFG's state-of-the-art acute care building in 2016, opening new doors to underserved populations in need of the same level of acute healthcare as the best private hospitals, an important step towards increased public health equity.

ZSFG is part of the San Francisco Department of Health and is the health care provider for approximately one in eight residents through 100,000 in-patient and over 550,000 outpatient visits a year, pre-pandemic. It is the only Level 1 trauma center, and the only 24-hour psychiatric emergency service, for the 1.5M people living in San Francisco and Northern San Mateo County. ZSFG is also a center of excellence for Neurotrauma, Stroke and Orthopaedics. All physicians who practice at ZSFG have a faculty or research affiliation with UCSF, which ranks among the top three medical schools in the United States and attracts the second largest amount of NIH research funding, an indicator of the quality of its research program. ZSFG and UCSF work collaboratively to research, design and implement new models of care and innovative programs that address equity, access and quality healthcare for all.

ZSFG takes on the toughest challenges and has ever-growing needs. Funds raised through SFGHF help keep the hospital nimble, support urgent needs, fund capital projects, and empower hospital staff to design new ways to care for the community. Aligned to ZSFG's priorities, SFGHF raises funds for patient care and innovation in the areas of wellness, family health, mental and behavioral health, and trauma. Last year donors showed generous support in response to the COVID-19 crisis and donated over \$20M for patient care and programmatic needs. Since its founding, SFGHF has raised nearly \$220M, with 70% raised in the past six years through a range of corporate and institutional support in addition to gifts from individuals through annual fund, major gifts, and the Foundation's signature event - Hearts in SF - and its heart sculptures. SFGHF has ambitious plans to significantly increase capital funding over the next several years.

The challenges raised by COVID-19 illuminate the importance of having a strong public hospital. The explicit need for health equity has surfaced opportunities for the Hospital and Foundation to strengthen their partnership to have even greater future impact. The Foundation's strategic plan for FY2022-2026 outlines audacious goals for a new outpatient ambulatory care building while continuing to support programmatic needs and amplify the Hospital's message.

The San Francisco General Hospital Foundation is an independent 501c3 organization led by an experienced, laser-focused CEO who has developed a 5-year strategy that has been approved by the Board to radically increase contributed revenue, build organizational capacity, and increase visibility to reach its goals in its support of ZSFG. Equity, diversity and inclusion principals are built into the strategic plan, and inform and guide the work of both the Foundation and the Hospital. SFGHF is committed to professional team development, wellness and engagement.

SFGHF is a lean, collaborative, collegial environment and has a staff of 20 with plans to be at 25 this

year. The Chief External Relations & Communications Officer (CERCO) is a newly created position. Reporting to and working as a strategic partner with the CEO, the CERCO will initially oversee the work of a team of two. The CERCO ensures marketing, communications and externally-focused activities are aligned to the strategy, are well-coordinated with ZSFG, and will achieve desired outcomes. SFGHF has an annual operating budget for FY22 of \$6.7M and a revenue goal of \$40M, an engaged 26-member board of directors and three lifetime directors.

## **PRIMARY FUNCTION**

The CERCO role has elements of a start-up and will require someone who is a hybrid big picture thinker and strategist, as well as a doer who will roll up their sleeves. The role has two distinct but related elements:

Marketing & Communications – SFGHF plays a pivotal role in bringing philanthropy and public/private partnerships to ZSFG. The CERCO will identify and understand the various markets, constituents and complexities of the hospital, and develop strategies so the ZSFG brand is widely known for being one of the nation's finest public hospitals, delivering exceptional comprehensive healthcare and trauma services to anyone in need.

SFGHF tells and disseminates stories of innovative work of ZSFG to engage and steward the current and next generation of supporters, and draw greater attention to the hospital's profile and initiatives. The CERCO needs to take a more systematized, sophisticated approach to developing content with ZSFG, and disseminating it to targeted audiences.

External Relations – A new but important area of work for SFGHF will be to develop relationships with external stakeholders, elected officials, governmental bodies and community partners to proactively advance the interests of SFGHF and ZSFG. The CERCO will work in close coordination with the Foundation CEO, Hospital CEO, and others to develop strategies to clarify, define and codify plans for engagement.

## **Priorities for the first three months**

- Understand the history and culture of SFGHF and ZSFG, its board, staff, strategic plan, finances and funding, programs and media coverage.
- Immediately assume hands-on support for any in-process activities, events or other initiatives that support donor cultivation and ZSFG needs.
- Establish collaborative, respectful relationships with the Foundation CEO, colleagues, board and ZSFG leadership.
- Understand the nuances of relationships within and among ZSFG, UCSF, DPH and the City and County of San Francisco.

## **Ongoing Responsibilities**

### LEADERSHIP

- Establish collaborative relationships with Foundation staff, ZSFG, community, political and government partners and constituencies, including those working on community health issues; foster and sustain a culture of cooperation, trust, communication, mutual support, teamwork and integrity.
- Ensure a collegial, team-oriented environment with open lines of communication among a talented, committed and growing professional staff based on the six core values in the strategic plan: equity, caring, collaboration, commitment, community, and trust.
- Develop and implement operational policies, procedures, and systems to ensure that marketing, communications and PR activities follow procedural guidelines for approval and dissemination, and capture impact of activities.

- Foster a strong service orientation that is innovative, compassionate and professional; have a passionate commitment to the Foundation's mission and interest in health and health-related programs offered throughout the community and to the clients being served.
- Oversee budgeting and planning functions for all components of communications, marketing and external affairs work and departments.

#### MARKETING/COMMUNICATIONS

- Reinforce the vision of SFGHF as a trusted, supportive philanthropic organization for ZSFG; develop strategies to initiate projects and coverage to enhance the visibility of ZSFG activities and to address long-term, sustained visibility as part of new, expansive fundraising plans; communicate a coherent, consistent, and professional image of the Foundation.
- The furtherance of fundraising objectives is a key component of public-facing marketing activities. In partnership with the Chief Development Officer, the CERCO will develop and implement a strategy for acquiring a robust pipeline of donor prospects through multiple channels, including social media, email outreach, the website, and through converting a subset of those leads (i.e. public support) to annual donors; as needed, the CERCO may support the CDO's overall fundraising efforts with additional marketing and messaging.
- Develop, manage and implement all communication strategies involving web, social media, traditional media, advertising, public and media relations; manage the services of outside PR and government relations agencies and other vendors.
- Steward and develop productive relationships with ZSFG leadership; with the ZSFG Chief Communications Officer, create strategies and processes to ensure coordinated, proactive communication of hospital programs, health and community initiatives, events, etc.; ensure Foundation's and DPH's message aligns with the ZSFG's intent.
- Stay abreast of any issues impacting the ZSFG brand so the Foundation is prepared to proactively respond. In crisis or emergency situations, the Foundation provides communications support where needed and keeps key partners informed.
- Partner closely with the SFGHF events team, the Board of Directors, and other volunteer leadership to strategize, promote, and amplify the Hearts in SF annual fundraising event; ensure close coordination with the Hospital on messaging; coordinate marketing, photography, publicity and other awareness-building activities for Foundation and Hospital events.
- As the Foundation's institutional brand manager, assure website and all externally-facing materials meet brand standards; oversee production and content related to the Foundation, including the website, printed materials and the annual report.
- Develop an awareness campaign for the Foundation's speaker series; prepare interview outlines, research and talking points for the CEO, coordinate with speaker's representatives.

#### EXTERNAL AFFAIRS

- Develop strategies to clarify, define and codify plans to proactively advance SFGHF's and ZSFG's interests.
- Cultivate relationships with public and elected officials, city departments, and constituents important to SFGHF and ZSFG; engage with community stakeholders and potential influencers in formal and informal settings; as needed, serve as an effective spokesperson for SFGHF.
- Ensure the CEO is visible and prepared for fundraising and public events and media opportunities; provide support for speechwriting and talking points.

- Negotiate terms and contract agreements and manage ongoing relationships with various public affairs/public relations firms and other contractors.

### **PREFERRED EXPERIENCE AND CHARACTERISTICS**

- 10+ years leadership experience developing and implementing marketing communications strategies and creating positive awareness in the nonprofit, public or for-profit sectors; familiarity with academic health an advantage.
- Demonstrated ability to plan, organize and manage key functions of communications, including cultivating and maintaining media contacts, and developing and implementing public relations and marketing strategies.
- A keen understanding of the nuances of San Francisco politics and city agencies would be a distinct advantage.
- A marketing strategist, builder and executor who is keen to collaborate cross-functionally; a solid storyteller with excellent written, verbal and oral communication skills.
- Persuasive and persistent in the pursuit of the organization's marketing goals; experience with tools related to market research, data analytics, website, etc.
- Well-organized, deadline-oriented, with exceptional attention to detail and follow-through; able to work both in a structured, planned environment, and in situations where rapid response and instant decision-making is required.
- A confident, intelligent self-starter and finisher who is creative, energetic, accountable and entrepreneurial.
- Ability to thrive in a fast-paced environment; driven by self-motivation and initiative.
- Outgoing and straightforward; one who shares information easily, listens as well as gives advice and respects the abilities of others.
- Emotionally mature and self-possessed; patient and tactful, with a sense of humor and the sensitivity to work with diverse personalities; a team-builder; one who can recruit, retain and develop talent with the right competencies to meet objectives.
- Comfortable representing SFGHF with the media and general public on an as-needed basis.

*San Francisco General Hospital Foundation is committed to equal employment opportunity. We do not discriminate against individuals based on race, color, religious creed, national origin, ancestry, gender, gender identity, gender expression, transgender status, pregnancy, medical condition, genetic information, sexual orientation, age, AIDS/HIV status, height, weight, physical or mental disability, marital or domestic partner status, citizenship status, military or veteran status or any other characteristic protected by law. Pursuant to the San Francisco Fair Chance Ordinance, the SFGHF will consider for employment all qualified applicants.*

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