

Req Number	47569BR
Job Title	Communications Manager
Job Code and Payroll Title	7477 Communications Specialist III
Location	TBD
Department Name	Obstetrics, Gynecology & Reproductive Sciences
Work Days	Monday - Friday, 8:00 AM – 5:00 PM
Shift	Days
Shift Length	8 Hours
Job Summary	JOB OVERVIEW

The Communications Manager position requires strong writing, editing, and organizational skills to manage both internal communications to develop collaborations, create community, and foster a shared departmental identity, as well as represent the public face of the Department of Obstetrics, Gynecology & Reproductive Sciences (Ob/Gyn & RS) for connecting with diverse audiences and partners. The ideal candidate contributes to strategic conversations about the Department's communications priorities, but also manages the day-to-day tasks necessary to support the Department's public presence. The ideal candidate is also social media savvy.

Scope:

- Independently oversees a comprehensive communications program for the Department of Ob/Gyn & RS with moderately complex communications requirements. The communications program includes written, visual, digital and electronic communications
- Works collaboratively with management to develop and execute organizational communication and market branding strategy, consistent with UCSF brand standards
- Sets strategic communications priorities, identifies key audiences, and chooses which media and technologies are best suited to its audiences, while establishing best practices for effective messaging
- Designs and implements information campaigns with specific plans for content creation and capitalizes on emerging communication technologies
- Liaises with program teams and consultants to manage project-level communications projects
- Manages and develops internal and external communications including Department newsletters, newsletters to alumni, recent graduate, and potential donors, Department annual report, etc.
- Leads efforts to upgrade all of the Department's public materials, including website updates and creates and maintains a social media presence
- Serves as internal and external communications consultant to faculty, Divisions, and Department programs
- Works with Department programs to integrate website content and social media to assure consistency across the department.

Website Content and Social Media Management:

- Assists with the planning, design, and updating of the Department website
- Is responsible for developing web content that follows the communications plans, and ensures that it is updated appropriately, and speaks with a unified and cohesive voice, and clearly projects the mission and work of the Department
- Manages social media policy and strategy and guides the marketing and communication messages
- Maintains social media presence, manages postings, and solicits relevant

content from faculty and staff.

OBSTETRICS, GYNECOLOGY AND REPRODUCTIVE SCIENCES

The Department of Obstetrics, Gynecology and Reproductive Sciences (Ob/Gyn &RS) is a major academic department in the School of Medicine, engaged in clinical, research, and training activities at the Parnassus, Mt. Zion and Zuckerberg San Francisco General Hospital campuses, as well as satellite locations throughout the Bay Area, with an annual operating budget of \$77.2 million and the new Betty Irene Moore Women's Hospital at Mission Bay. The Department has 102 full time clinical faculty, and 266 staff.

UCSF Ob/Gyn & RS is a world renowned leader in Women's Health care, research and education, which spans clinical fellows, post-doctoral research fellows, residents, medical students, visiting scholars and interns. The mission of the UCSF Department of Ob/Gyn & RS is to improve the lives and health of all women through excellence, innovation and leadership in Patient Care, Scientific Discovery, Education and Advocacy. "Leading the way in women's health."

ABOUT UCSF

The University of California, San Francisco (UCSF) is a leading university dedicated to promoting health worldwide through advanced biomedical research, graduate-level education in the life sciences and health professions, and excellence in patient care. It is the only campus in the 10-campus UC system dedicated exclusively to the health sciences.

Required Qualifications

- Bachelor's degree in communications, marketing, or related area and / or equivalent experience / training
- Expertise in Drupal website development
- Knowledge of all aspects of communications, including strategic planning for various media venues, technical aspects and requirements of various venues, and most appropriate and effective applications
- Knowledge and understanding of technical applications to effectively direct technical staff, or personally perform technical work, including design concepts, various media, and applications
- Knowledge of location protocols and channels for communication internally and externally
- Knowledge and skills to advise and consult with management to ensure delivery of the desired message to the target and / or broad general audiences
- Solid skills to create, develop, and implement comprehensive long and short term strategic communications plans
- Solid written, verbal, interpersonal communications, active listening and political acumen skills

Note: Fingerprinting and background check required. Effective March 13, 2017, all final candidate(s) for employment are required to undergo a background check.

Preferred Qualifications

- Knowledge of the organization, its achievements, mission, vision, goals, policies, practices, infrastructure, and a strong knowledge of current affairs, and issues in higher education and / or health sciences

License/Certification n/a

Position Type Full Time

Percentage 100%

Equal Employment Opportunity 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.