



THE SAN FRANCISCO PUBLIC LIBRARY  
*is seeking a creative, community-oriented  
library professional to serve as the*

## CHIEF OF COMMUNICATIONS, PROGRAMS AND PARTNERSHIPS



San Francisco Public Library



## ABOUT THE CITY

SAN FRANCISCO is one of the most livable cities in America. Built on a 49 square-mile peninsula, its unique terrain is bordered on three sides by the ocean and the bay. Exquisitely restored Victorians and modern high-rises crest its seven major hills, and diverse lifestyles flourish side by side.

With a total population of more than 6.9 million people and an annual economy of some \$423 billion, the Bay Area, if it were an independent country, would rank as the world's 25th-largest economy. The region is expected to gain nearly 300,000 jobs in the next decade.

The San Francisco Bay Area is home to well-educated residents. Two-thirds of Bay Area residents have education and training beyond high school, and well above 40 percent have graduated from college and beyond. A full 19 percent of city residents hold graduate degrees, topping the rankings of major cities in the United States. More than 35 colleges and universities which include Stanford University, the Universities of California at Berkeley and San Francisco, San Francisco State, the University of San Francisco, and numerous local community colleges comprise the Bay Area's world-class educational and research facilities.

The National Research Council (NCR) rates UC Berkeley and Stanford University as the two top-ranked graduate schools in the country.

San Francisco offers visitors such renowned destinations as the Golden Gate Bridge, the San Francisco Ferry Building, Fisherman's Wharf, Chinatown, the California Academy of Sciences, the San Francisco Museum of Modern Art, the de Young Museum, the Palace of Fine Arts, the Legion of Honor, Union Square, and Golden Gate Park. The diverse community has resulted in restaurants that offer the widest variety of cuisine imaginable. You can also take a ferry to Sausalito, Tiburon, Angel Island or Alcatraz. Depending on the season, sports fans can take in the World Champion Giants or 49ers game in San Francisco, or watch the A's, Raiders or Golden State Warriors in action across the Bay in Oakland.



## ABOUT THE LIBRARY

THE SAN FRANCISCO PUBLIC LIBRARY system includes the beautiful Main Library, a 375,000 square foot state-of-the art facility, 27 library branches located in every city neighborhood, and a mobile bookmobile unit providing outreach services to youth and seniors. The Library, with a collection of over 3 million items, serves 7 million visitors to its libraries and circulates nearly 12 million items each year. Recently, the Library has been engaged in the largest capital improvement program in its history, renovating 16 neighborhood libraries and building 8 new facilities. Coupled with resurgence in use and demand, technology innovation and community support, the library is positioned as one of the premier urban libraries in the nation. In 2010, the Library received recognition as a top innovator by the Urban Libraries Council and the Mayor's office for community service for its Green Stacks environmental initiative.

The Main Library provides the major public library research collections for Northern California and has a number of specialized collections including San Francisco history, the Hormel Gay and Lesbian collection, and the Wallace Stegner Environmental collection. The branch collections reflect the demographic diversity of the neighborhoods served with special emphasis on children and youth interests, and international languages. Materials are provided in a variety of formats including a growing emphasis on digital services and e-resources. In addition to outstanding collections, service innovation through evolving technology and expert staff is a key priority for the Library.

The Library offers a wide variety of exhibits and programming for all ages. The Library is committed to serving all users and provides services to meet the needs of Library users who are blind and visually impaired, hearing-impaired, learning disabled, and new readers. The Library is dedicated to customer service initiatives and is committed to providing services that are convenient and easily accessible. The Library enjoys a strong partnership with the Friends of the San Francisco Public Library and services are enhanced by their generous support. The San Francisco community is an engaged community and provides a high level of support, both financial and political, for the Library.





## CHIEF OF COMMUNICATIONS, PROGRAMS AND PARTNERSHIPS

THE CHIEF OF COMMUNICATIONS, PROGRAMS AND PARTNERSHIPS serves as a integral part of the San Francisco Public Library Executive Team and under general direction from the City Librarian and Deputy City Librarian, is responsible for all public affairs functions and activities including internal and external communications, public relations, media relations, and print and online promotional materials related to ongoing library services and programs at the San Francisco Public Library (SFPL). As key spokesperson for the department, the chief will serve as liaison to the Mayor's office and Board of Supervisors in communicating matters related the Library's services and operations. The division chief will oversee public information, programming and exhibitions which includes graphics, curators, system wide program and outreach, volunteer and public affairs staff; formulate and assist in the development of division and departmental budget; direct and coordinate policy development and public affairs components of the department; provide direction and leadership in developing a new system wide public programming and outreach initiative; plan and organize public and media events; assess and respond to community needs; build relationships with the external community; represent and serve as liaison to other media relations and public information offices; manage key functions including but not limited to community outreach and programs, community partnerships, library awareness campaigns, marketing and public relations, strategic planning and development initiatives, annual reports, and perform other job-related duties.



Luis Herrera joined the San Francisco Public Libraries as City Librarian in April 2005, and brings over 30 years of library leadership and management experience. Mr. Herrera has identified some of the following key priorities the Chief of Communications, Programs and Partnerships:

- ESTABLISH AND SUSTAIN a community partnership strategy that fosters strong collaborative relationships with city agencies, the school district, non-profits, educational, cultural and stakeholder groups
- SUPPORT CITYWIDE EFFORTS in exhibitions, programs and related activities including key initiatives such as San Francisco's One City, One Book and the Mayor's Poet Laureate selection process
- DEVELOP MARKETING CAMPAIGNS for targeted programs, including library card campaigns, branch openings and other library service initiatives
- DEVELOP A MULTI-YEAR MARKETING STRATEGY for the library in an effort to expand media coverage and raise greater public awareness using social media and other communications strategies
- PLAN AND IMPLEMENT a system wide program and outreach strategy in collaboration with the Diversity in Program work team to develop programs and services to affinity groups and other targeted stakeholders to ensure equitable library services
- IMPLEMENT STRATEGIC PLANNING and community assessment activities that address customer service, user experience and attracting new audiences and/or underserved communities

## IDEAL CANDIDATE

### EDUCATION AND EXPERIENCE:

Master's degree in communications, library science, public administration, journalism or other related fields from an accredited college or university and four years of work experience within the last ten (10) years managing an outreach, communications or public relations program with a focus on partnerships with the greater community; OR

Baccalaureate degree in communications, public administration, journalism or other related fields from an accredited college or university and eight years of work experience within the last ten (10) years managing an outreach, communications or public relations program with a focus on partnerships with the greater community

### LICENSE REQUIREMENT:

Candidates must be able to obtain a valid CA Class C Driver's License upon appointment. Independent travel will be required.

IN ADDITION to the qualifications described above, the following are desired characteristics of an ideal candidate:

- Professional experience working in an urban library, museum, community based or non-profit organization
- Demonstrated management and leadership experience
- Outstanding political acumen
- Experience in working with policy boards, government officials, and the community to find commonality of interest among divergent views
- A collaborator and effective team player
- Highly attuned to the Library innovation and service trends
- Excellent communicator
- Accessible; willingly engages people at all levels of the organization
- Ability to embrace communicating with diverse constituencies



## COMPENSATION AND BENEFITS

SALARY RANGE for the position is \$105,950 - \$135,200 annually. Appointment within the range will be based on the qualifications of the successful candidate. The City offers flexible benefit plans with pre-tax elections which include: health and dental insurance; retirement plan; deferred compensation plan; social security; long-term disability plan; life insurance; paid management training program; 11 paid holidays per year; 8 floating holidays; 10 to 20 vacation days per year depending on years of service; may earn up to 100 hour paid administrative leave per year.

## INTERESTED CANDIDATES

Interested individuals should submit a letter of interest and resume (electronically preferred) to:

William D. Hawkins

The Hawkins Co.

11040 Bollinger Canyon Road, Suite E-216

San Ramon, CA 94582

[bill@thehawkinscompany.com](mailto:bill@thehawkinscompany.com)

FOR ADDITIONAL INFORMATION, please visit The Hawkins Co. website [thehawkinscompany.com](http://thehawkinscompany.com) or call (310) 348-8800.

This position will remain open until filled. Materials received by June 17, 2011 will have first consideration.

Resumes will be screened in relation to the criteria outlined in this brochure. Resumes submitted will not constitute an application of employment. Candidates deemed most qualified will be required to submit a formal application if invited to participate in the selection process.

All applicants considered for employment are required to provide verification of authorization to work in the United States.

(See [sfdhr.org/index.aspx?page+20#identification](http://sfdhr.org/index.aspx?page+20#identification) for more information.)

All employees hired on or after January 10, 2009 will be required (pursuant to San Francisco Charter Section A8.432) to contribute 2% of pre-tax compensation to fund retiree healthcare. In addition, most employees are required to make a member contribution towards retirement, typically a 7.5% of compensation.

The City and County of San Francisco does not offer relocation assistance.

The City and County of San Francisco is a non-discriminating Equal Opportunity Employer