



DIRECTOR OF EXTERNAL AFFAIRS

Sail to Success



PORT OF SAN FRANCISCO is a public enterprise agency of the City and County of San Francisco, responsible for managing 7½ miles of waterfront property for the people of California as mandated by the Burton Act in 1969.

As trustee of the property, the Port is obligated to promote maritime commerce, navigation and fisheries, as well as protect natural resources and develop public recreational facilities.

WHAT WE DO

With an annual operating budget of approximately \$100 million, the Port owns and operates maritime facilities and commercial real estate and manages most of San Francisco's bay front property. The Port's diverse business portfolio includes ground, commercial, retail, office, industrial, and maritime industrial leases, including cargo shipping, excursion boats, ferry boats, fishing and fish processing/distribution, tourism, filming, harbor services, and cruises.

With one of the most diverse maritime tenant mixes on the West Coast and proximity to Bay Area markets, the Port has growing cruise calls, automobile exports and imports, dry bulk shipping and supports fishing, ferries, excursions, recreational boating and harbor services. The Port is committed to supporting commerce, transportation, and recreation on the Bay.

OUR MISSION

Port of San Francisco manages the waterfront as the gateway to a world-class city and advances environmentally and financially sustainable maritime, recreational, and economic opportunities to serve the City, Bay Area region, and California.

OUR FACILITIES

From Aquatic Park in the north to Heron's Head Park in the south, the Port is a complex mix of piers, structures, seawall and open land and is home to approximately 550 tenants. Most of the piers' bulkhead buildings, seawall, and waterfront structures along the Embarcadero were built before World War II, and several have historical distinction.

The Port is home to popular San Francisco tourist attractions including the Ferry Building, Oracle Park, the Exploratorium, Alcatraz Landing, PIER 39, Fisherman's Wharf, and Hyde Street Pier, which draw more than 24 million visitors annually to the waterfront.

The Port Commission over the last five decades has led a remarkable transformation of the Port; maintaining its industrial maritime heritage while developing new uses, including commercial and public activities that help San Francisco remain one of the most visited cities in the world.

0933 Manager V - Director of External Affairs

The **Director of External Affairs** for the Port of San Francisco is responsible for the overall direction and management of communications programs, development of strategies that inform and influence public policy at the municipal, state and federal levels, and programs that connect Port activities to all San Francisco communities, with emphasis on equity and social responsibility.

The Director develops and implements overall policies, communications programs, and long-term plans to strengthen the Port's relationship with communities and stakeholders to enhance recognition of the Port as an essential public asset to San Francisco, the Bay Area and the State of California. The position brands and promotes the Port's mission, goals and objectives to internal and external stakeholders and directs staff in the implementation of strategic communications, media, legislation, public relations and social responsibility programs. This position works in close collaboration with the Executive



Director to direct communications, legislative affairs, community relations strategies and social responsibilities programs across the organization. As a key member of the Port's executive management team, the Director of External Affairs focuses on issues and areas of interest to the Port and tracks and responds to issues that may affect the Port's ability to deliver on its public mission and vision. The position is a direct report to the Executive Director, manages a small team of seven professional staff, consultant contracts, and works collaboratively with the Mayor's Office and other City departments.

KEY RESPONSIBILITY AREAS

Communications and Public Relations

- Directs strategic communication and education on key projects.
- Represents the Port as a spokesperson to the media and public; develops, manages and implements proactive and responsive media relations; directs external messaging including press inquiries, press releases, statements and publications; interviews and placements of news articles, coordinating press conferences and media events for the Port.
- Directs staff speech preparation, special papers, testimonies, radio and television scripts, and other documents for Port Commissioners and representatives.
- Coordinates media training to prepare staff, conducts media tours and arranges speaking engagements for Commissioners and staff as needed.
- Develops a communication strategy to ensure engagement with several constituencies, agencies, stakeholders, and committees to inform, increase public understanding and obtain support, and maintain positive relationships to effect Port operations.
- Manages the production and dissemination of Port's collateral (brochures, newsletters, digital magazines, announcements, advertisements, and electronic media) that proactively market and promote the Port.
- Oversees the content and continuity of the Port's social media channels and website with consistent messaging, accurate information, and positive reflections of the Port.
- Supervises staff, plans and oversees Port-sponsored events and visitor experiences that support and promote the waterfront.

Legislative Affairs

- Develops the Port's strategy and directs staff to coordinate government relations across the organization. Develops a communication plan to keep the Port apprised on governmental, community and business issues.
- Directs staff to research, monitor, analyze and evaluate legislation and regulation issues that might impact the Port. Recommends operational changes, alternative policies and procedures necessitated by legislative mandates.
- Maintains awareness of official Port positions on issues of importance to provide responses to inquiries from legislators and the public.

Social Responsibility Programs

- Works with the City's Office of Contract Administration and Port staff, directs staff in the development of strategies and policies to ensure small, locally-owned, and minority-owned businesses have an advocate and a place at the table when contracts are being awarded.
- Works with Port Divisions and tenants to connect Port productivity and economic success to opportunities for local residents, with an emphasis on equity.
- Directs staff to facilitate a wide variety of local training and apprenticeship programs that reach out to new and unskilled workers; and collaborates with unions to support workers as they enter or re-enter the work force.
- Works closely with City, neighborhood community and merchant organizations to build relationships and partnerships.

MINIMUM REQUIREMENTS

Possession of a baccalaureate degree from an accredited college or university.

Six (6) years of verifiable experience in communications, public relations, community engagement, marketing or closely related field in a government, non-profit or public sector setting.

Experience must include three (3) years of experience in supervising professional staff engaged in the above work.

Education Substitution: Additional experience as described above may substitute for the education requirement on a year-for year basis. (One year of work experience is equal to 30 semester or 45 quarter units).

QUALITIES OF AN IDEAL CANDIDATE

- Experience developing and implementing policy that support and further the mission and values of an organization.
- Advocacy to ensure that views and issues are considered when decisions are being made that can affect stakeholders.
- Community and economic development that provides guidance and opportunities for equitable opportunities.
- Awareness of issues and unique cultural nuances relative to local communities and stakeholder groups.
- Diplomatic and politically astute to understand and navigate local community and social politics.
- High level of emotional intelligence, ethical standards, professional transparency and integrity.
- Strong interpersonal skills with an approachable demeanor, consensus building skills and ability to communicate clearly and relate genuinely with people from varied backgrounds in a respectful and courteous manner.
- Ability to evaluate issues and propose solutions or effective courses of action.
- Ability to adapt, establish and maintain effective working relationships with city agencies, officials and representatives of local and community-based agencies, organizations and interested groups.

COMPENSATION & BENEFITS

The normal annual salary range is \$143,806 to \$183,586. Appointment above the maximum of the normal range may be considered based on documented and substantiated recruitment and retention issues or exceptional skills. A special approval process is necessary for appointment above the normal salary range.

The City also provides an excellent [benefits package](#), including:

- [Management Cafeteria Plan](#)
- Retirement - Through the San Francisco Employee Retirement System (SFERS) a defined benefit retirement is provided under the "2.3% at 62" miscellaneous employees' formula.
- Life Insurance provided in the amount of \$50,000.
- Benefits – Eligible Municipal Executives may enroll themselves and eligible family members in medical, dental, and vision benefits.
- Management Leave and Vacation – Five days of paid management leave and five floating holidays are provided annually. Vacation days are accrued at increasing rates starting with 10 days annually in the first five years of continuous service, rising to 20 days annually after completing 15 years of continuous service.
- Legal Holidays – Eleven (11) paid legal holidays per year.
- Sick Leave – Thirteen (13) days annually.

SELECTION PROCESS

Your application materials will be screened for relevant qualifying experience. Additional screening mechanisms may be implemented in order to determine your qualifications. Only those applicants who most closely meet the requirements of this position will be invited to participate in the selection process. Applicants meeting the minimum qualifications are not guaranteed advancement to the interview.

HOW TO APPLY

Interested applicants may submit a compelling cover letter and a comprehensive resume to indicate your interest. Please submit your application materials by **Friday, September 6, 2019** to Suzette.Love@sfport.com or by mail to Suzette Love, Port of San Francisco, Pier 1, San Francisco, CA 94111.

Port of San Francisco is an equal opportunity employer.



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