

Valley of the Moon Music Festival Managing Director Job Description

The Valley of the Moon Music Festival (VMMF) is seeking a full-time Managing Director to support the operations of its annual summer festival in Sonoma, and to help VMMF realize its vision, fulfill its mission, and achieve its goals for artistic success, financial stability, and community engagement. VMMF recently completed its 8th annual festival, expanding its programming and exceeding its ticket sales goal. This new full-time position offers an exciting opportunity for an entrepreneurial minded professional to join a team of talented staff, artists, and board members, as we embark on planning for the 9th season and the 10-year anniversary in 2024.

The Festival is a 501(c)(3) nonprofit organization with a small year-round staff and some additional seasonal staff. The Managing Director will play a vital role in ensuring a smooth annual event, while helping the organization to grow to the next level.

Commitment:

This position is a permanent full-time job at approximately 40 hours per week, with additional hours leading up to and during the summer festival. Willingness to participate actively year-round in the Festival's activities and events, including weekdays, evenings, and weekends, is very important. Ability to live and work in Sonoma from July 14-31, 2023 is required. Housing during that period will be provided if the candidate does not live in the Sonoma Valley. This position is remote and we have a preference for candidates from Northern CA.

Managing Director responsibilities include:

General administration

- Manages all Festival production, ticketing, marketing and event timelines and works closely with the Artistic and Music Directors to adhere to deadlines
- Works with Music Director and Finance Committee to oversee the annual budget
- Oversees hiring of contract staff, contractors, and interns, and identifies the need for the above, in collaboration with the Directors
- Attends Board Committee meetings: taking notes, following up, and holding all timelines for committee action items.
- Ensures that all Festival materials and communications are in keeping with VMMF's artistic vision and mission.

Development

- Works closely with the Board to set fundraising goals, and oversees progress toward these goals
- Identifies prospective new donors and grant opportunities to extend and expand the organization's resources
- Manages all aspects of the year-end fundraising appeal and all other fundraising campaigns
- Secures all wine partners and food donations for the summer festival concerts and acts as day-of contact person for vendors
- Coordinates advertising and list exchanges with performing arts organizations
- Identifies new grant opportunities and manages the grant-writing process
- Manages the submission application for the annual grant from the Sonoma County Board of Supervisors
- Engages and motivates the staff in fundraising
- Manages gift processing and year-end appeal campaign in Little Green Light (LGL) donor database and generates tax acknowledgements
- Generates regular fundraising reports to the Directors, Board & Development Committee
- Manages Tix and MailChimp databases and periodically syncs patrons between them and LGL

Events

- Acts as principal event producer for all onsite and offsite events and concerts; works closely in coordination with the House Manager, Box Office Manager, Stage Manager, piano movers, photographer, and sound and recording engineers
- Coordinates at events and concerts with all vendors and suppliers
- Secures rental items for all events and all necessary permits and licenses including ABC licenses
- Manages Festival and other event volunteers.

Artist liaison

- Creates artist contracts in collaboration with Music Director
- Manages all housing arrangements in Sonoma for artists, staff, and other special guests, and facilitates communication between hosts and guests
- Drafts all informational materials to artists and Apprentices regarding housing, transportation, scheduling, etc.
- Acts as point-person during Festival for artists and apprentices logistical questions and issues

Marketing and community engagement

- Serves as a public representative for the Festival in Sonoma and elsewhere as appropriate; actively seeks partnerships and community collaboration
- Oversees Directors and audio/visual staff for audio and video materials and promotions and materials
- Ensures that all Festival materials and communications are in keeping with VMMF's artistic vision and mission

Administrative (with admin assistance as organized by Managing Director)

- Maintains organization of all Festival materials in Google Drive
- Maintains ticket sales database including producing periodic reports and managing pre-festival box office
- Collects, organizes & distributes assets for annual program book, website updates, and marketing efforts.
- Actively maintains services, subscriptions & memberships
- Sends private event invitations via Paperless Post and tracks RSVPs
- Organizes yearly Apprenticeship applications to assist Directors in review
- Sends and tracks artist contracts and acts as main contact for gathering photos, bios, and any other necessary materials, and oversees all artist travel details
- Sends all informational materials to artists and Apprentices
- Works with Festival Directors & Digital Marketing to coordinate audio and video promotions and materials

The ideal candidate:

- Has a Bachelor's Degree, ideally in arts administration, music, or business
- Has at least 2 years of event or project management experience, including managing staff
- Has experience working in support of a Board of Directors
- Must be highly detail oriented and have strong time management skills
- Has exceptional communication and people skills, and is able to establish and maintain positive relationships with many different individuals and groups
- Is a creative thinker and problem solver
- Has a high level of proficiency with Google Suite, Microsoft Excel, and Word
- Is familiar with IRS guidelines relating to nonprofits and charitable donations
- Is flexible, open-minded, thoughtful, and has a good sense of humor
- Is passionate about music, the arts, and the mission of the Festival

COVID 19 Vaccination: Proof of COVID 19 vaccination will be required as a condition of employment unless a religious or medical/disability exemption is granted by the Board of Directors.

Compensation:

Full-time / Exempt / Salaried commensurate with experience and in the range of \$72,000-80,000 a year. Paid vacation and sick leave.

Start date:

Immediate need.

To apply, please send a cover letter detailing your interest in the position and a current resume to admin@valleyofthemoonmusicfestival.org with the subject line: Managing Director - YOUR LAST NAME

About VMMF

The Festival was founded in 2014 by cellist Tanya Tomkins, Artistic Director, and pianist/fortepianist Eric Zivian, Music Director. The inaugural summer Festival was held in 2015. The Festival takes place in Sonoma, California, over three consecutive weekends in July, and specializes in Classical and Romantic chamber music on period instruments. Each year's Festival theme provides an overarching frame for experiencing the three weekends of concerts and events. Dynamic speakers put the music in cultural and historical context in the Blattner Lecture Series. The Festival also promotes and nurtures the careers of emerging artists through its Apprenticeship and Laureate Programs. In addition to the summer festival, the Directors and other Festival musicians perform around the Sonoma Valley and the greater Bay Area, in private house concerts and in series presented by other performing arts organizations.