



valley of the moon music festival

TANYA TOMKINS & ERIC ZIVIAN, DIRECTORS

About Valley of the Moon Music Festival

Founded in 2014 by Artistic Director Tanya Tomkins and Music Director Eric Zivian, Valley of the Moon Music Festival (VMMF) has become an exciting new voice in the chamber music world, recognized for its innovative programming, artistic exploration, and historically informed performances on period instruments.

Now entering its 13th season, VMMF presents an annual summer festival in Sonoma, year-round concerts and special events throughout the country, and educational initiatives that nurture the next generation of exceptional musicians. Its acclaimed Apprenticeship, Laureate, and Fellowship programs, along with its community partnerships, reflect a commitment to artistic excellence, mentorship, and accessibility to audiences of all ages and backgrounds.

As an organization experiencing steady growth, VMMF seeks an entrepreneurial and dynamic Executive Director to shape its next chapter, helping it continue to expand its donor base, increase ticket sales and grow its reputation worldwide.

Position Summary

In close partnership with the Artistic Director and Music Director and under the guidance of the Board of Directors, the Executive Director will provide strategic and administrative leadership for Valley of the Moon Music Festival, with a particular focus on fundraising, financial management, organizational development, and community engagement.

The Executive Director will play a pivotal role in strengthening VMMF's financial sustainability, expanding its philanthropic base, cultivating relationships with donors and community partners, and helping the

organization continue to achieve its ambitious artistic and educational goals.

The Executive Director will oversee a small dedicated staff and collaborate with the co-Directors, Board, staff, and outside consultants to ensure that VMMF's infrastructure can support its growing artistic reputation and reach.

This is an exceptional opportunity for a creative, resourceful leader to help guide an innovative chamber music organization through an exciting period of growth.

Role and Responsibilities

Strategic Vision and Financial Oversight

- Partner with the Artistic and Music Directors and Board to develop and implement a strategic vision that advances VMMF's mission.
- Develop and oversee annual budgets and financial forecasts, monitor cash flow, and oversee financial reports, ensuring VMMF's long-term sustainability.
- Work with the Finance Committee and accounting professionals to ensure responsible stewardship of organizational resources.
- Identify opportunities for growth, expansion of earned revenue, strategic partnerships, and increased visibility throughout the Bay Area and beyond.
- Collaborate with the Artistic and Music Directors to expand and develop new programs, educational initiatives, and special projects, while making sure that all such activities are mission-driven and financially sustainable.
- Oversee and execute marketing and audience-development strategies, working with VMMF's outside marketing and public relations professionals to increase visibility, attendance, and engagement.
- Develop organizational systems and practices that support efficient operations, accountability, and sustainable growth.

Fundraising, Donor Relations, and Community Engagement

- Collaborate with the Board's Development Committee to design and implement a comprehensive fundraising strategy to increase VMMF's contributed revenue and long-term philanthropic support.
- Identify, cultivate, solicit, and steward individual donors and major gift prospects, building authentic and lasting relationships.
- Work closely with the Board to identify new supporters and develop effective donor cultivation and solicitation strategies.
- Working closely with the Board, implement and oversee annual giving campaigns, special fundraising initiatives, and donor events.
- Expand foundation and government grant support, corporate sponsorships, and other institutional funding opportunities.
- Cultivate new audiences, community partners, and philanthropic networks.
- Represent VMMF as an enthusiastic and knowledgeable ambassador at concerts, donor gatherings, community events, and other activities.
- Develop strategic partnerships with cultural organizations, educational institutions, businesses, and community leaders in Sonoma, the greater Bay Area, and beyond.

Organizational Leadership and Board Governance

- Oversee VMMF's administrative activities year-round, playing a leadership role in ensuring that the organization operates effectively and professionally.
- Supervise and support staff, including the Operations Manager, and coordinate the work of outside consultants and contractors.
- Oversee the successful execution of all Festival and off-season concerts with attention to detail, ensuring that appropriate personnel, budgets, timelines, and resources are in place well in advance.
- Work with the Board of Directors to establish and implement strategic priorities, strengthen Board engagement, and support effective governance.
- Provide regular financial, fundraising, and organizational reports to the Board and its committees.
- Oversee personnel policies, contracts, compliance, and administrative systems.

- Support the continued development of VMMF's educational and community engagement programs.
- Foster a positive, collaborative, and inclusive organizational culture that reflects VMMF's commitment to artistic excellence, creativity, and mentorship.

Traits and Characteristics

The successful Executive Director will be an energetic, entrepreneurial, and collaborative leader who is inspired by VMMF's artistic mission and excited by the opportunity to help a growing organization realize its potential.

The ideal candidate will combine strategic vision with practical business skills, financial acumen, and a genuine enthusiasm for relationship-building and fundraising. They will be an excellent communicator who enjoys engaging with donors, artists, Board members, and community partners.

The Executive Director should be comfortable working in a small, creative nonprofit environment, balancing long-term organizational goals with the flexibility and resourcefulness required to address immediate needs.

Key competencies include:

- **Entrepreneurial Leadership:** The creativity, initiative, and business development skills to identify opportunities and translate ambitious ideas into sustainable results.
- **Fundraising and Relationship Building:** The ability to inspire philanthropic support, cultivate meaningful relationships, and communicate the organization's mission compellingly.
- **Collaborative Leadership:** The capacity to work effectively with Artistic Directors, Board members, staff, artists, and community stakeholders.
- **Financial and Strategic Management:** Strong financial judgment, organizational skills, and the ability to establish priorities and achieve measurable goals.
- **Communication and Interpersonal Skills:** Excellent written and verbal communication, diplomacy, emotional intelligence, and a genuine enthusiasm for working with people.

Qualifications

The successful candidate will demonstrate substantial experience in nonprofit leadership, fundraising, arts administration, business development, and/or related fields.

A proven ability to cultivate donors, secure philanthropic support, and develop effective fundraising strategies is particularly important. Strong financial management, organizational leadership, and strategic planning skills are essential.

Experience working with nonprofit Boards, managing staff and outside consultants, and developing community partnerships is highly desirable.

Knowledge of and enthusiasm for classical music, chamber music, and arts education are strongly preferred, along with a genuine appreciation for VMMF's distinctive artistic mission.

A bachelor's degree or equivalent professional experience is preferred.

While demonstrated fundraising experience is important, VMMF also values entrepreneurial thinking, creativity, resourcefulness, and enthusiasm for furthering the growth of an innovative arts organization.

Position Structure and Location

This is a full-time, year-round, hybrid position. The Executive Director reports to the Board of Directors and works in close partnership with the Artistic and Music Directors.

The position offers flexibility for remote work, but candidates must reside in the greater San Francisco Bay Area and be available for regular in-person activities in Sonoma and elsewhere in the region, including donor meetings, Board meetings, concerts, and special events.

For the annual summer festival, the Executive Director assumes full responsibility for recruiting, hiring, supervising, and managing all festival staff, ensuring a well-coordinated, efficient, and successful festival operation. The Executive Director is expected to be present in Sonoma

throughout the festival, providing hands-on leadership and oversight of day-to-day operations.

Compensation and Benefits

Valley of the Moon Music Festival offers an annual salary range of **\$105,000-125,000**, commensurate with experience and qualifications.

Benefits include a health benefits package, 20 days of paid time off annually inclusive of vacation and sick leave, family leave, and federal holidays.

Applications and Inquiries

Valley of the Moon Music Festival welcomes applications from experienced, creative, and entrepreneurial leaders who are excited by the opportunity to contribute to the future of chamber music.

Candidates should submit a cover letter and résumé, highlighting relevant leadership, fundraising, and organizational accomplishments, and three professional references, to **careers@valleyofthemoonmusicfestival.org**.

Priority consideration will be given to applications received by November 15, 2026. Applications will be reviewed on a rolling basis until the position is filled.

For questions or general inquiries about this job opportunity, please contact **admin@valleyofthemoonmusicfestival.org**

Equal Opportunity & Inclusion

Valley of the Moon Music Festival is committed to fostering a welcoming, inclusive, and diverse community of artists, audiences, and staff. We encourage applications from candidates of all backgrounds and experiences and are dedicated to providing equal employment opportunities.