

The County of Sonoma
is seeking applications for:

*Director -
Creative Sonoma*

Annual Salary
\$90,455 - \$109,970



*Accepting Applications:
Through December 16, 2014*

THE COUNTY OF SONOMA

Sonoma County offers a rare and compelling array of scenic, recreational, and geographic options – including inspiring coastline and beaches, the Russian River, over 200 award-winning wineries, and majestic redwoods. The County encompasses over one million acres of land and water, rich with parks, campsites, lakes and open space. Sonoma County is also home to a wide variety of art and music festivals, farmer’s markets, and concert venues.



Sonoma County is home to almost 500,000 residents and offers a wide variety of restaurants, art and music festivals, farmer’s markets, and concert venues. Local schools continually rank high on California’s Academic Performance Index and the county boasts higher education opportunities with Santa Rosa Junior College and Sonoma State University. Business is quite diverse, with agriculture (including wine grapes and livestock/poultry) and tourism anchoring the local economy. The tourism industry generates over \$1 billion annually, and the County hosts over 7 million visitors every year.



Sonoma is a general law county, governed by a five-member Board of Supervisors who are fully committed to a mission and vision that value strong leadership, the highest quality customer service, engaged citizen participation, courteous and prompt assistance, and creating and preserving efficient and cost effective government. The County Administrator leads a team of dedicated department heads who work collaboratively to address and strategically prepare for County initiatives and challenges.



CREATIVE SONOMA

The Creative Sonoma program is led by the Sonoma County Economic Development Board and was inspired by the County’s commitment to support our local arts community. The primary goal is to enrich Sonoma County’s cultural vibrancy and enhance its creative economy by actively providing support to artists across all disciplines, in both the non-commercial and commercial arenas, living or working in Sonoma County.



Approved in June 2014 by the Board of Supervisors, Creative

Sonoma is a sustained and valued economic and cultural driver to and for Sonoma County, empowering bold, inclusive art and programming as an integrated element of the varied locales and identities in the County. Furthermore, Creative Sonoma advocates for policy and structural development, ever improving access to the arts at every opportunity.

While the program will form under the oversight of the Sonoma County Economic Development Board, Creative Sonoma may consider transitioning to a separate nonprofit entity in the future.

More information about Creative Sonoma can be found in the County’s [Creative Sonoma Arts Action Plan](#).

THE POSITION

The Director of Creative Sonoma will serve as the leader for a newly created countywide office designed to promote the development of the County's creative sector, including the nonprofit arts, for-profit creative businesses, individual artists, and creative professionals. The Director will bring a visionary understanding of the potential that the creative sector has as one of the leading economic engines of the North Bay economy.

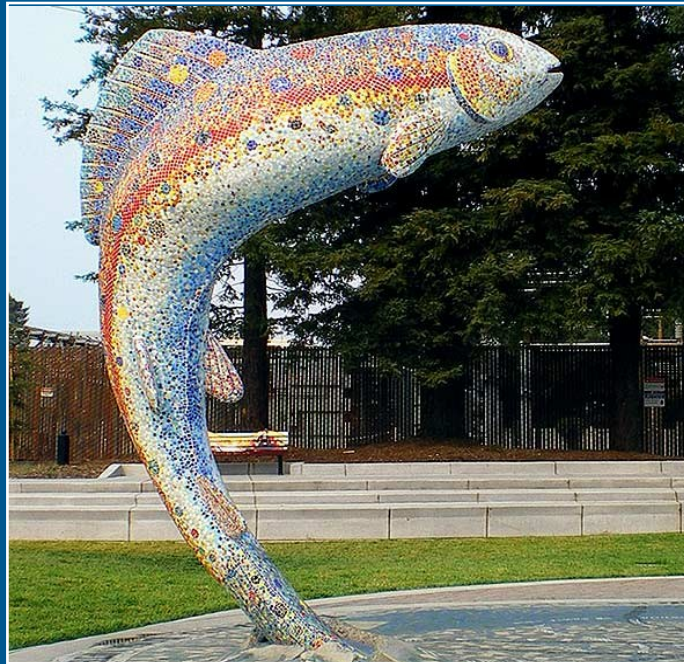
The Director of Creative Sonoma will report to the Executive Director of the Economic Development Board and will be responsible for developing and implementing programs that enhance the creative economy's role in the County's economy, develop both private and public sector fundraising sources, prepare and manage the program's budget, build strategic relationships with the arts, education, business, government, and economic development communities, and develop marketing plans that effectively position Creative Sonoma and the County's creative economy on a national level.



THE MINIMUM QUALIFICATIONS

The Minimum Qualifications for the position include:

- A Bachelor's Degree from an accredited college or university with a major in Business Administration, Public Administration, Marketing, Financial Management, or a closely related field.
- Four years of professional experience in business development and marketing, with at least one year of experience supervising staff.



THE IDEAL CANDIDATE

The ideal candidate for the Director of Creative Sonoma will have executive level experience in a nonprofit organization, cultural organization, creative business, or economic development agency. Additionally, they will possess the following skills and core competencies:

- Extensive experience in strategic planning and plan execution.
- Expertise in developing, managing, and implementing complex projects involving many diverse stakeholders.
- Political acumen and an ability to effectively manage communications with, and report to, elected and appointed officials.
- The ability to effectively manage external relationships with key stakeholders, the press, and the Sonoma County Economic Development Board.
- Experience in budget development and management.
- Experience in identifying and securing a broad range of public and private funding sources.
- Exceptional interpersonal, written, and communication skills.
- The ability to work independently and be a lead voice in the community for creative sector development.
- A deep understanding of the needs of the creative sector, including nonprofit and for-profit creative enterprises and individual artists and creative professionals.
- A Master's Degree in a related field, or an equivalent educational background, is highly desirable.



The County of Sonoma is an Equal Opportunity Employer.

Room to Move. Room to Grow.

WHAT WE OFFER

Sonoma County offers a competitive total compensation package. Salary is \$90,455-\$109,970 and will depend on experience and qualifications. Sonoma County also offers the following:

- **Paid Time Off:** Competitive vacation accrual and additional management leave annually; 11 holidays per year; generous sick leave accruals and 100% of accrual balance converted to service credit at retirement.
- **Health Plan:** Choice of three health plans (PPO, EPO and HMO) with a County contribution toward the premium of approximately \$500 per month.
- Excellent dental, vision, disability, life insurance, professional development and more. Additional details for management employees may be found at http://www.sonoma-county.org/hr/pdf/salary_resolution.pdf.
- A cash allowance (in addition to monthly salary) of approximately \$600 per month.
- **IRS 457 Plan:** Pre-tax employee contribution up to the IRS annual maximum.
- **Retiree Medical:** County contribution to a Health Reimbursement Arrangement to help fund post-retirement employee health insurance/benefits.

Important Note: Benefits described herein do not represent a contract and may be changed without notice.

SELECTION PROCESS & KEY TENTATIVE DATES

- Accepting completed application materials and supplemental question responses through December 16, 2014.
- Application review of qualified applicants - Mid December 2014.
- Oral Interview Examination - January 7, 2014.
- Finalist Interviews - January 8, 2014.
- Start date anticipated mid February 2014.

This timeframe has been established to assist candidates with arranging availability around these dates; however, these dates are tentative.

TO APPLY

To be considered for this exciting career opportunity, please submit an online application and responses to the supplemental questions by December 16, 2014. Your materials should articulate your experience as it relates to the "Ideal Candidate" profile and necessary qualifications listed.

Questions can be directed to:

Spencer Keyword, Supervising Human Resources Analyst
County of Sonoma Human Resources Department
575 Administration Drive, Suite 116-B
Santa Rosa, California 95403
Telephone: (707) 565-3568
Facsimile (707) 565-3770

For additional information about the County, please visit:

www.sonoma-county.org
www.sonomacountyconnections.org
www.sonomacounty.ca.gov/Economic-Development-Board



COUNTY OF
SONOMA



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