

# County Of Sonoma

**Deputy Fair  
Manager -  
Chief  
Operating  
Officer**

**Annual Salary  
\$122,701-\$149,145**

**For First Consideration  
Apply By  
August 11, 2025**

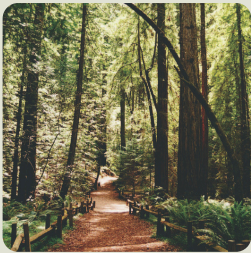




Nestled in the heart of Northern California Wine Country, Sonoma County is the largest county in the North Bay region of the San Francisco Bay Area, covering over 1,600 square miles. It is located in the northernmost part of the Bay Area, about 30 miles north of San Francisco, and is bordered by the Pacific Ocean to the west, Marin County and San Pablo Bay to the south, and Solano, Napa, and Lake Counties to the east. Sonoma County is known for amazing wines and legendary vineyards, as well as organic produce and sustainable farming. The county is also home to the scenic Russian River, a popular tourist destination where residents and visitors enjoy kayaking, canoeing, fishing, and swimming.



Encompassing nine cities and five federally recognized tribes, more than a third of Sonoma County's almost 500,000 residents live in the City of Santa Rosa, the county seat, and a quarter in unincorporated areas. Downtown areas such as Santa Rosa, Petaluma, Sonoma, Healdsburg, and Guerneville offer a mix of historic architecture, boutique shopping, and gourmet dining, providing a small-town feel with modern amenities. Festivals, farmers' markets, and cultural events celebrate local talent and traditions. The county enjoys a diverse economy that includes agriculture, a world-class wine region, technology, healthcare, tourism, manufacturing, craft brewing, retail, and professional services.



While the latest census data shows that Sonoma County's proportion of white residents remains higher than the national average, the share of residents who identify as Hispanic or Latino also ranks higher than the national average, making up more than a quarter of residents (29% in 2022). 37% of County residents identify as Black, Indigenous, and People of Color. Education levels in Sonoma County exceed the national average and the county's public school system ranks considerably high within the state, including innovative charter schools and high-quality secondary education options at Santa Rosa Junior College and Sonoma State University. In 2022, the median household income in Sonoma County was \$99,266. Although home prices reflect the value of living in an area that offers abundant amenities, the prices of Sonoma County homes remain among the more affordable in the greater Bay Area.



Visit <https://www.sonomacounty.ca.gov> and <https://sonomacountyconnections.org> for additional information about Sonoma County — the place to live, work, and build your career legacy.

Named by Forbes Magazine as one of America's 500 Best Midsized Employers in 2022, 2023, and 2024 (one of only two government agencies in California to make the 2024 list), the County of Sonoma has a mission to enrich the quality of life in Sonoma County through superior public services. Sonoma County is a general law county. The primary governing body is the Sonoma County Board of Supervisors, which consists of five members elected by the residents of their respective districts on a nonpartisan basis. These supervisors serve four-year terms, during which they are responsible for making policy decisions, adopting budgets, overseeing the County's departments and agencies, and discussing and deciding on matters ranging from public safety to infrastructure development. The Board of Supervisors is fully committed to a mission and vision that values high-quality services to support and enrich the community, strong leadership, engaged citizen participation, transparency and accuracy in information, and efficient and fiscally sustainable government. The Sonoma County 2021-2026 Strategic Plan is based on the following pillars: Climate Action and Resilience, Healthy and Safe Communities, Racial Equity and Social Justice, Resilient Infrastructure, and Organizational Excellence. For more information, visit [www.socostrategicplan.org](http://www.socostrategicplan.org). The County provides a full range of services to the community through 27 departments and agencies. The fiscal year 2024-2025 budget is approximately \$2.46 billion, with 4,462 full-time equivalent (FTE) staff positions.





Under an agreement with the County of Sonoma, the Fair serves as the County's agent for the operation of the annual Fair and the year-round management of the Sonoma County Event Center. Located at the convergence of highways 101 and 12 in Santa Rosa, the Event Center at the Fairgrounds is centrally situated within Sonoma County. This 165-acre complex, designed for multi-use functionality, features six exhibition halls, outdoor grass and dirt arenas, ten acres of parking, an RV Park, a developed 5,500-seat grandstand with concession facilities, a seven-acre grass carnival/concert area, and a 9-hole, 60-acre golf course. Annually, the Sonoma County Fair is held in August, and throughout the remainder of the year, the Event Center accommodates a diverse range of events, including concerts, tradeshow, music, art and cultural festivals, and events promoting Sonoma County's agricultural and viticultural industries.

Thriving since 1936, the Sonoma County Fair is a cherished tradition showcasing agriculture, livestock, and arts as a living celebration of the community. The Fair has grown to become one of the most popular in the state, famous for its top quality agriculture, stunning flower show, and constant innovations in family entertainment. The Sonoma County Fair and Exposition, Inc. operates on an annual budget in excess of \$10M and is considered an enterprise organization. Our department is staffed by 25 full-time equivalent employees and almost 600 temporary employees who mainly work the annual Fair.



For additional information, please review the Fairgrounds website at: [Sonoma County Fair and Event Center](http://www.sonomacountyfair.com)



## The Deputy Fair Manager - Chief Operating Officer (COO)



The COO works closely with the Chief Executive Officer (CEO), on the day to day operations and implementation of long range plans and business strategy to assure the financial success of the Fairgrounds. Many aspects of the Fair's activities, and the COO's functions, make this position an exciting opportunity for a qualified candidate in this field. The COO manages many departments and individuals that are dynamic to the events hosted at the Fair. COO functions also include:

- Oversight of operations for the region's largest annual event, the Sonoma County Fair, as well as the Annual Harvest Fair
- Management of the Interim Event department, which encompasses over 111,000 square feet of exhibit space and equestrian facilities
- Coordination of facility sales, marketing, publicity, and sponsorship

## The Ideal Candidate

The ideal candidate for this position is a highly skilled individual with management and administrative experience, possessing a strong understanding of the various management practices of a Fair and/or other event facility. Additionally the ideal candidate will possess many of the following:

- Expertise in sales and marketing of event rental facilities
- Proven experience as a skilled contract negotiator and manager
- Experience overseeing food concessionaires and product vendors, and creation of commercial exhibit layout
- Extensive background in public relations and skilled at public speaking
- Superior budget management and cost accounting skills
- The willingness to work evenings, weekends, and be on call for emergencies
- Experience as a capable collaborator and team builder

The minimum requirements of the position include significant academic coursework in business management, fair management, marketing, economics, or a closely related field and at least three years of managerial experience overseeing the operations of a fair, arena, convention, large event center, horse racing program, or other multi-year entertainment facility, or other closely related experience in a private or public sector organization responsible for business management, event planning, marketing, contract management, and/or fiscal management activities. The classification title for this position is Deputy Fair Manager.

## What We Offer

The annual salary range for the Deputy Fair Manager - Chief Operating Officer is \$122,701 - \$149,145, depending upon experience. In addition, the County of Sonoma provides a robust benefits package. Benefits described herein do not represent a contract and may be changed without notice.

- **Retirement:** County Employees Retirement Law of 1937. Retirement is fully integrated with Social Security. For more information regarding eligibility, retirement contributions, and reciprocity with prior public service, please visit <https://scretire.org/active/-/deferred/when-you-are-hired>.
- **Incentive Retirement Savings Plan:** A defined contribution 401(a) plan; a 3% County “foundation” contribution and voluntary IRS 457 plan Pre-Tax employee contribution up to IRS annual maximum, plus a 100% County match of employee contribution deposit into the 401(a) account (up to 1% of base salary).
- **Post-Retirement Medical:** County contribution to a Health Reimbursement Agreement to help fund postretirement employee health insurance/benefits.
- **Health Benefits:** A range of health plans with several options in which the premium benefits cover 100% of the employees cost; dental, vision, disability, life insurance, and more.
- **Paid Time Off:** Competitive vacation accrual and additional management leave annually; 12 paid holidays, and an additional 8 floating holiday hours per year; generous sick leave accruals.
- **Relocation Reimbursement:** May be authorized for the successful candidate.
- **Cell Phone Stipend:** Optional monthly stipend of \$50/month (if not assigned a County-issued phone).
- **Employee Assistance Program:** County offered at no employee cost.

## Selection Process & Key Tentative Dates

The selection process has been designed as follows:

- For first consideration, apply by August 11, 2025
- Panel interviews will take place the week of August 25, 2025
- Top candidates from the panel interviews will be invited to interview the week of September 1 and/or September 8, 2025

Please be mindful of the planned timeframe. Although it may be subject to some change, it would be wise to plan submit application materials as early as possible and plan availability around these dates.

## How To Apply

To be considered for this exciting career opportunity, please send a cover letter, a resume that clearly demonstrates your qualifications, background, and education as they relate to this position’s requirements, your responses to the supplemental questionnaire (link below), and a minimum of five professional references (who will not be contacted until mutual interest is established).

The Deputy Fair Manager - COO recruitment will remain open until filled. For first consideration, apply by August 11, 2025. The Supplemental Questionnaire is located at: [Careers in Government](#)

If you have questions about this recruitment, please contact:

Jennifer Tamayo, Recruitment and Classification Analyst

Jennifer.Tamayo@sonoma-county.org

OR

County of Sonoma Human Resources Department

Attn: Jennifer Tamayo

575 Administration Drive, Ste. 116B

Santa Rosa, CA 95043

Telephone: 707-565-2235



*The County of Sonoma values diversity and is dedicated to creating a workplace environment that provides individuals with a sense of belonging. We are committed to having a diverse workforce that is representative of the communities we serve. The County is proud to be an Equal Opportunity Employer where all aspects of employment are based on merit, competence, performance, and business need.*