



**Position:** Vice President of Communications & Marketing  
**Reports to:** President and CEO  
**Location:** Fargo, ND

**Date:** December 2025  
**FLSA:** Full Time, Exempt  
**Department:** Communications

## **Position**

## **Summary**

The Vice President of Communications & Marketing leads the vision, strategy, and execution of the Fargo Moorhead West Fargo Chamber's communications, brand, and marketing efforts. This role drives awareness, engagement, and alignment across all audiences — members, partners, media, and the broader community — to amplify The Chamber's mission as the region's catalyst for growth and prosperity.

This position leads a team responsible for storytelling, media relations, digital and print marketing, design, and brand management. The Vice President supports content development across departments, helping shape clear, consistent, and meaningful messaging that connects people to The Chamber's work. As the organization's communications strategist, this role encourages creativity, collaboration, and excellence to ensure all platforms and programs reflect the Chamber's values and vision.

## **Essential Functions**

- **Leadership, Management, and Accountability**
  - Provide vision, direction, and accountability for the Communications & Marketing Team, fostering a culture of creativity, collaboration, and high performance.
  - Set clear goals, establish measurable outcomes, and conduct regular performance and professional development check-ins.
  - Serve on the Chamber's Leadership Team, contributing to strategic planning, organizational alignment, and cross-department collaboration.
  - Manage departmental budget, timelines, and priorities in alignment with organizational goals and initiatives.
- **Strategic Communications & Brand Oversight**
  - Develop and implement a comprehensive communications and marketing strategy to strengthen The Chamber's visibility, reputation, and impact.
  - Ensure message consistency and brand alignment across all channels and programs, including events, policy, workforce, and membership.
  - Oversee organizational storytelling and key message development, ensuring clarity and relevance to diverse audiences.

- Manage crisis communications and serve as a spokesperson or primary media contact when appropriate.
- **Media & Public Relations**
  - Cultivate and maintain relationships with media outlets, journalists, and community partners to expand The Chamber's influence and reach.
  - Coordinate press releases, media briefings, and public statements to highlight Chamber priorities, advocacy efforts, and major initiatives.
  - Support executive leadership with talking points, op-eds, and media appearances.
- **Major Initiatives & Organizational Campaigns**
  - Provide strategic leadership and brand management for major Chamber initiatives, including Innovate 28 and other enterprise-wide campaigns.
  - Oversee communication plans and content for strategic events, publications, and impact reports.
  - Collaborate with department heads to ensure marketing alignment for membership, workforce, and policy priorities.
- **Content Creation & Storytelling**
  - Lead the creation of compelling content that highlights The Chamber's programs, members, and community impact across print, digital, and social platforms.
  - Oversee marketing strategies and content development for the Chamber's Workforce and Public Policy efforts.
  - Ensure storytelling aligns with The Chamber's voice, values, and strategic goals.

## Qualifications

- Bachelor's degree in communications, marketing, public relations, journalism, or related field; master's degree preferred.
- **5–10 years of progressive experience in marketing, communications, or brand management**, with at least 3 years in a leadership capacity.
- Proven experience developing and implementing organizational marketing strategies.
- Demonstrated success in managing teams, building culture, and achieving measurable outcomes.
- Strong writing, editing, and storytelling abilities across multiple formats and platforms.
- Skilled in stakeholder engagement, media relations, and partnership development.
- Experience working with nonprofit, chamber, or mission-driven organizations is preferred.

## Competencies

- Strategic, innovative, and creative thinker with strong business acumen.
- Excellent communicator, collaborator, and problem-solver.
- Ability to manage multiple priorities and meet deadlines with accuracy and professionalism.

- Passion for The Chamber's mission and the Fargo, Moorhead, West Fargo region.

**Supervisor Responsibilities**

This position provides leadership, management, and accountability for the Chamber's Communications Department, including oversight of staff, projects, and department outcomes.

**Terms and Compensation**

This is a full-time, exempt position. The Chamber offers a competitive benefits package including health, dental, and vision coverage; retirement plan with employer contributions; paid time off; adjusted summer hours; and opportunities for professional development.

**Working Conditions and Expectations**

The Chamber is a flexible, supportive work environment designed to help employees thrive both personally and professionally. Our team culture is collaborative, innovative, and fun. We take pride in delivering excellence in everything we do. Employees also enjoy access to our high-quality events and training programs for continuous learning and growth. Occasional evening work or travel to off-site locations may be required as job duties demand.

**About The Chamber**

The Chamber Fargo Moorhead West Fargo (FMWF Chamber) represents more than 1,600 member organizations. As a catalyst for growth and prosperity, we strengthen the region's economy, champion pro-business policies, and create opportunities for people to succeed. Through advocacy, workforce solutions, and innovative programming, we connect leaders, inspire talent, and build a thriving business community.