



**Position:** Vice President of Communications & Marketing

**Date:** January 2026

**Reports to:** President and CEO

**FLSA:** Full Time, Exempt

**Location:** Fargo, ND

**Department:** Communications

### **Position Summary**

The Vice President of Communications & Marketing leads the vision, strategy, and **hands-on 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 role is both strategic and deeply operational. The Vice President leads a team responsible for storytelling, media relations, digital and print marketing, design, and brand management **while also serving as a primary content creator for The Chamber's most critical initiatives, particularly in Public Policy and Workforce.** The Vice President will actively write, shape, and produce high-impact content — including briefs, thought leadership, event materials, impact stories, and executive-level communications.

As the organization's chief communications strategist, this role encourages creativity, collaboration, and excellence to ensure all platforms and programs reflect The Chamber's values and vision. Success in this role requires the ability to think at the enterprise level **while remaining closely connected to day-to-day execution, real-time storytelling, and relationship-driven content development.**

### **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.
- Actively step in to write, edit, review, and produce content when needed — particularly for high-priority initiatives, executive communications, and time-sensitive deliverables.

- **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.
- Partner closely with the President & CEO to shape executive messaging, keynote materials, op-eds, and strategic communications.

- **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.
- Proactively identify opportunities for earned media and thought leadership related to Workforce and Public Policy priorities.

- **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.
- Serve as a lead content strategist and writer for major initiatives, ensuring clarity, cohesion, and compelling storytelling across platforms.

- **Content Creation & Storytelling**

- Serve as a lead content creator for The Chamber's Public Policy and Workforce divisions, actively writing and shaping key communications, reports, briefs, digital content, and storytelling materials.
- Lead the creation of compelling content that highlights The Chamber's programs, members, and community impact across print, digital, and social platforms.
- Work alongside the VP of Workforce and VP of Public Policy to co-create narratives, synthesize complex work into clear stories, and translate strategy into engaging, audience-ready content.

- Participate in key Chamber experiences — including the DC Fly-In, Days at the Capitol, leadership convenings, and executive engagements — to interview stakeholders, capture insights, and produce real-time and post-event content.
- Develop and oversee content strategies that elevate The Chamber’s thought leadership in workforce development, public policy, and civic engagement.
- Ensure all storytelling aligns with The Chamber’s voice, values, and strategic goals.
- Balance strategic oversight with hands-on execution — writing, editing, and producing high-impact content when necessary.

## **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
- 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.
- Demonstrated ability to both lead a team and personally produce high-quality written content, including reports, articles, briefs, executive communications, and storytelling for complex initiatives.
- 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.
- Comfort operating in both strategic leadership and execution mode, with the ability to shift seamlessly between big-picture thinking and hands-on content creation.
- 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.