



Position: Director of Events

Date: March 2025

Reports to: Senior Vice President

FLSA: Full Time, Exempt

Location: Fargo, North Dakota

Department: Events and Programs

Position Objectives and Purpose

The Director of Events is responsible for the planning, coordination, content, and execution of signature and program events hosted by the Fargo Moorhead West Fargo (FMWF) Chamber of Commerce (“The Chamber”). This role ensures that events align with The Chamber’s mission, engage the community, provide value to members, and generate revenue. The Director will work closely with internal departments and external partners and continuously innovate to keep events fresh and relevant.

Essential Functions:

- **Strategic Event Planning**
 - Coordinate to develop and implement an annual events calendar, including signature events, business forums, networking events, and member-exclusive gatherings.
 - Collaborate with Senior Vice President to align events with organizational goals and community needs.
 - Ensure events are mission-driven, fostering business growth and enhancing community engagement.
 - Partner with staff members and key stakeholders to identify relevant themes, topics, and speakers that align with the interests of The Chamber’s members and the community.
- **Event Management**
 - Oversee the logistical planning, budgeting, and execution of Chamber events, ensuring successful delivery and post-event evaluation.
 - Secure venues, negotiate contracts with vendors, manage event setup and teardown, and coordinate event staff and volunteers.
 - Manage the timeline and deliverables for each event, ensuring all stakeholders are aligned.
- **Community & Member Engagement**
 - Cultivate relationships with local businesses, sponsors, and community leaders to enhance event participation and sponsorship opportunities.
 - Represent The Chamber at community functions and serve as a key contact for event-related inquiries.
 - Develop audience-focused content strategies to maximize event impact, tailoring sessions and formats to different business sectors and community interests
- **Program Development**



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- Work with staff and community leaders to design and develop impactful event programming for all Midwest Summits (Agriculture, Economic, Energy, Technology) that delivers value to attendees.
- Research and secure high-quality, relevant speakers, panelists, and facilitators for events.
- Stay informed of industry trends and member interests to ensure event content remains innovative and engaging.
- Proactively identify, research, and secure high-quality, relevant speakers, panelists, and facilitators for regional and signature events.
- **Sponsorship & Budget Tracking**
 - Work with the Director of Sponsorship to develop sponsorship packages and secure funding for events.
 - Collaborate with the marketing team to promote events, increase attendance, and maximize engagement.
 - Develop and manage event budgets, ensuring events are cost-effective and financially sustainable.
 - Track expenses, monitor return on investment (ROI), and implement cost-containment strategies where applicable.
- **Post-Event Evaluation**
 - Analyze event outcomes, collect feedback, and use data to measure success and improve future events.
 - Prepare post-event reports for senior leadership and sponsors.
 - Assess content effectiveness, gathering insights on speaker performance, audience engagement, and topic relevance for continuous improvement.
- **Committee Leadership and Department Collaboration**
 - Lead and support committee members and volunteers by providing clear direction, ensuring alignment with The Chamber's mission, and fostering a collaborative and results-driven environment.
 - Act as a resource to other team members within the department, offering assistance and expertise to support the successful execution of Chamber events and programs as needed.

Qualifications

- Bachelor's degree in Event Management, Hospitality, Marketing, Business Administration, or a related field or 5+ years of experience in event planning and execution, preferably in a nonprofit or business organization.
- Proven experience in working cross-functionally with other teams.



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- Strong project management skills with the ability to manage multiple events simultaneously.
- Excellent communication, negotiation, and interpersonal skills.
- Ability to work flexible hours, including some evenings as needed for events.
- Knowledge of the Fargo, Moorhead, and West Fargo communities and business landscape.
- Creative problem-solving skills and the ability to adapt to changing circumstances or unforeseen challenges.
- Familiarity with budgeting, financial reporting, and ROI tracking for events.
- Meticulous attention to detail and intentionality to ensure all aspects of event planning and execution are thoughtfully organized and run smoothly.

Key Competencies

- Problem Solving and Decision Making
- Stress Management
- Communication & Negotiation
- Budget & Financial Acumen
- Project Management
- Attention to Detail and Organized

Compensation

Salary commensurate with experience, plus benefits including health insurance, retirement plan, paid time off, and professional development opportunities.