



CHIEF COMMUNICATIONS & MARKETING OFFICER
JOB DESCRIPTION

Reporting Relationship: Chief Executive Officer (Chain of Command)
Location: Havre, Hays or Billings, Montana (Remote Eligible)
Employment Status: Full-Time, Salaried, Exempt
Preference: Native American Preference, FBIC Veteran Preference

POSITION SUMMARY:

The Chief Communications & Marketing Officer (CCMO) serves as the organization’s senior leader overseeing all strategic communications, marketing, branding, and public relations functions for Island Mountain Development Group (IMDG). This executive role is responsible for shaping and executing a unified communications and marketing strategy that strengthens IMDG’s visibility, enhances stakeholder trust, and amplifies its mission across internal and external audiences. The CCMO partners closely with the executive team to elevate IMDG’s reputation, guide organizational messaging, and ensure consistent, high-quality communication across all platforms.

DUTIES & RESPONSIBILITIES

Strategic Leadership

- Develop and implement an integrated, multi-channel communications and marketing strategy aligned with IMDG’s organizational goals.
- Advise senior leadership on brand positioning, communications priorities, and organizational messaging.

Brand & Content Management

- Oversee creation and distribution of high-quality content across digital platforms, publications, reports, and media channels.
- Ensure accuracy, consistency, and alignment with IMDG’s brand identity across all communications.

Digital & Web Strategy

- Lead continuous improvement of IMDG’s website, digital platforms, and communication technologies.
- Utilize data-driven insights to optimize digital content, engagement, and user experience.

“CREATING A SELF-SUSTAINING ECONOMY FROM WITHIN.”



Public Relations & Media Relations

- Serve as the organization’s primary media contact, maintaining strong relationships with press, partners, and key stakeholders.
- Develop messaging frameworks, press materials, and crisis communication protocols to safeguard IMDG’s reputation.

Engagement & Outreach

- Plan and execute events, campaigns, and initiatives to strengthen stakeholders and community engagement.
- Track communication metrics, analyze performance, and recommend strategic adjustments.

Leadership & Team Development

- Lead, mentor, and develop communications and marketing staff, fostering an innovative and collaborative culture.
- Promote high performance, accountability, and continuous improvement across the team.

Required Qualifications

- Master’s degree in Communications, Marketing, Public Relations, Business Administration, or a related field.
- 10+ years of progressive leadership experience in communications, marketing, branding, or public affairs, ideally within Native-led enterprises, economic development organizations, or mission-driven environments.
- Proven success leading integrated marketing and communications strategies across digital, print, and multimedia platforms.
- Demonstrated expertise in crisis communication, reputation management, and high-stakes media engagement.
- Strong analytical skills with the ability to interpret engagement data and translate insights into strategic action.
- Advanced proficiency in digital marketing tools, content management systems, SEO best practices, and social media strategy.
- Experience managing creative teams and external vendors, including agencies, media partners, and design firms.
- Background in organizational change communication and internal communications.
- Familiarity with tribal governance, community engagement practices, and culturally responsive communications.

“CREATING A SELF-SUSTAINING ECONOMY FROM WITHIN.”



- Deep commitment to IMDG’s mission and ability to represent the organization’s values authentically.
-

ADDITIONAL QUALIFICATIONS

- Exceptional writing, editing, and verbal communication skills.
 - Ability to manage multiple complex initiatives in a fast-paced environment.
 - Strong relationship-building skills and ability to influence effectively across all organizational levels.
 - Strategic thinker with strong execution capabilities and sound judgment.
 - Entrepreneurial mindset with the ability to initiate and lead new projects independently.
-

CORE COMPETENCIES

1. Strategic & Visionary Leadership

- Ability to develop and execute long-term, organization-wide communication and marketing strategies.
- Strong decision-making skills with the ability to anticipate trends and position the organization for future success.

2. Brand Stewardship

- Expertise in shaping, protecting, and evolving a unified brand identity.
- Ability to ensure consistency across messaging, visual identity, and digital presence.

3. Communication Mastery

- Exceptional verbal, written, and interpersonal communication skills.
- Ability to translate complex organizational priorities into accessible, compelling narratives.

4. Digital Fluency

- Proficiency with digital marketing tools, analytics platforms, content management systems, and social media strategy.
- Ability to optimize digital engagement using data-driven insights.

5. Public & Media Relations Expertise

- Skilled in reputation management, crisis communication, and high-stakes media interactions.

“CREATING A SELF-SUSTAINING ECONOMY FROM WITHIN.”



- Ability to cultivate strong relationships with press, community partners, and stakeholders.

6. Analytical & Data-Driven Decision Making

- Strong ability to interpret engagement metrics, campaign performance data, and market insights to guide strategic adjustments.

7. Cross-Functional Collaboration

- Ability to partner effectively with executives, department leaders, and community stakeholders.
- Skilled at influencing across all levels of the organization.

8. Creative Direction & Content Leadership

- Ability to guide creative teams and external vendors toward producing high-quality, mission-aligned content.
- Strength in ideation, campaign development, and storytelling.

9. Team Leadership & Talent Development

- Commitment to mentoring and developing staff.
- Ability to build a culture of collaboration, accountability, and continuous learning.

10. Cultural Competence & Community Engagement

- Understanding of tribal governance, community engagement practices, and culturally responsive communication.
- Ability to represent the organization authentically and respectfully in diverse cultural settings.

11. Adaptability & Change Management

- Skilled in leading communication strategies through organizational change.
- Comfort navigating fast-paced environments with evolving priorities.

12. Project Management & Execution

- Ability to manage multiple complex initiatives simultaneously.
- Strong organizational and planning skills with a track record of timely, high-quality delivery.

TRAVEL REQUIREMENTS:

- Travel is required to Tribal Council meetings, Board meetings, and project sites as needed.

“CREATING A SELF-SUSTAINING ECONOMY FROM WITHIN.”



- Additional travel for professional development, trainings, and conferences may be required.

PHYSICAL REQUIREMENTS:

- Prolonged periods sitting at a desk and working on a computer.
- Must be able to access various departments' project sites as required.

BENEFITS:

- Health, Vision, and Dental Insurance
- Company Paid Life, Accidental Death and Dismemberment Insurance
- Aflac Large Group Options
- 401(k)
- Employee Assistance Program
- Employee Hardship Assistance
- Education Assistance
- Paid Time Off
- Paid Holidays
- Employee Transit (Hays Location Only)
- Fitness Center (Hays Location Only)
- Referral Program

DISCLAIMER

The preceding job description has been designed to indicate the general nature of work performed; the level of knowledge and skills typically required; and the usual working conditions of this position. It is not designed to contain, or be interpreted as, a comprehensive listing of all requirements or responsibilities that may be required by employees in this position.

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions

EQUAL OPPORTUNITY EMPLOYER

IMDG is an Equal Opportunity Employer, and except to the extent required by Native American Preference and Veteran Preference, IMDG prohibits discrimination on the basis of race, color, creed, religion, sex, pregnancy, age, national origin, marital status, physical or mental disability, or any other basis protected by applicable law. This applies to all employment decisions, including hiring, promotion, termination, and other matters affecting terms and conditions of employment.

“CREATING A SELF-SUSTAINING ECONOMY FROM WITHIN.”



Island Mountain Development Group is a drug-free work environment. Pre-employment drug testing may be required. Applicants must consent to a background check.

Applications may be completed online at www.islandmtn.com.

Or to request application material and submit an application, please contact:

Island Mountain Development Group, Human Resources Department
P.O. Box 470 Hays, Montana 59527 Phone: 406-673-3031 or Fax: 406-673-3023
E-Mail: recruiting@islandmtn.com

This job description has been approved by:

Manager _____ Date _____

HR _____ Date _____

The employee's signature below indicates the employee's understanding of the requirements, essential functions, and duties of the position.

Employee _____ Date _____