

Posted: 12/13/2024
Annual Salary: \$56,961.00 - \$75,948.00
Status: Full-time, Exempt



[The College of Idaho](#) is seeking a dynamic and experienced Senior Manager of CRM & Digital Communications to join our Marketing & Communications team. This position plays a crucial role in optimizing the use of our Customer Relationship Management (CRM) system, specifically Slate, to engage with prospective Graduate students, manage communications, and improve enrollment outcomes.

The Senior Manager of CRM & Digital Communications will collaborate with the College Admissions team to oversee all aspects of the College's Slate CRM for graduate programs, ensuring smooth operations and alignment with institutional goals. This position will design and execute personalized communication campaigns within Slate to enhance the College's recruitment efforts, as well as analyze campaign performance and trends to provide data-driven recruitment recommendations. Collaboration with strategic campus partners will be key to ensuring the integration of Slate with other campus systems while continuously assessing and improving CRM workflows and communication strategies.

The ideal candidate will possess a Bachelor's degree in marketing, communications, information systems, or a related field. Additionally, they should have at least four (4) years of experience working with Slate or other CRM systems, specifically focusing on communications, recruitment, or enrollment and sales management. Familiarity with digital marketing and communications tools, such as Google Analytics, social media platforms, and web content management systems, is highly desirable.

Candidates must be authorized to work in the United States as of the expected hire date and throughout the date of their employment without sponsorship from The College of Idaho. A current valid driver's license is also required and candidates must be vehicle insurable.

The College of Idaho offers competitive benefits including tuition waiver for dependents, health insurance, a retirement plan with employer match, generous paid time off, free access to on-campus fitness centers, and free admission to campus events.

A complete application will include a current résumé, a cover letter addressing qualifications for the position, and the names and contact information of three (3) references, two (2) management and one (1) professional to hr@collegeofidaho.edu. Review of applications will begin immediately and continue until the position is filled. Additional information may be requested from qualified candidates as we move through the applicant review process.

With over 132 years of history, The College of Idaho is a regional and national leader in higher education. The College of Idaho is an [inclusive community](#) of exceptional learning that challenges the ambitious and forges pathways to success and purpose.

The College of Idaho is proud to be an equal-opportunity employer. We are committed to attracting, retaining, and maximizing academic excellence through a diverse and inclusive workforce.