



Posted: 07/08/2025

Annual Salary: \$63,290.00 - \$70,332.00

Status: Exempt, Full-time

[The College of Idaho](#) Idaho is seeking a dynamic and results-driven **Digital Marketing & Communications Manager** to support the strategic growth of its graduate and professional studies programs. This position will be responsible for planning, executing, and analyzing digital marketing campaigns, developing content strategies, managing social media and email communications, and enhancing the visibility and enrollment of graduate programs. The ideal candidate will be a creative storyteller with a data-informed mindset and a passion for higher education.

This role focuses on creating and managing digital content for web pages, email campaigns, blogs, and social media while promoting the unique value of The College of Idaho's graduate programs through effective messaging. It involves overseeing video, photography, and graphic asset development with creative teams or vendors. Responsibilities include managing email marketing platforms like Slate and Mailchimp for targeted communications to prospective students, coordinating PR efforts for program launches and success stories, and ensuring brand consistency in all marketing materials. Additionally, the position requires monitoring campaign performance and web traffic using Google Analytics and CRM tools, reporting on key metrics and trends, and optimizing strategies accordingly while staying updated on higher education marketing and SEO best practices.

The ideal candidate for this position will possess a Bachelor's degree in Marketing, Communications, Digital Media, or a related field, along with a minimum of 3 years of experience in digital marketing. Proficiency with marketing tools such as Google Analytics, Meta Business Suite, Slate CRM, and email automation platforms is essential. Strong writing, editing, and content creation skills are also important, along with a demonstrated ability to manage multiple projects and deadlines while paying close attention to detail. Experience in higher education or with mission-driven organizations, especially those serving graduate or professional audiences, is greatly preferred. Moreover, having familiarity with web content management systems like Slate, WordPress, and Drupal 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, a portfolio (or link to an online portfolio) showcasing a variety of design work 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. As we move through the applicant review process, additional information may be requested from qualified candidates.

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.