



Posted: 08/29/2025
Annual Salary: \$63,290.00 - \$70,332.00
Status: Exempt, Full-time
Location: On-site

[The College of Idaho](#) seeks a dynamic, results-oriented **Digital Marketing & Communications Manager** to lead the strategic digital initiatives driving the growth of its **graduate and professional studies programs**. This role will focus heavily on developing, executing, and optimizing **multi-channel digital marketing campaigns**, including **SEO, PPC (Pay-Per-Click), retargeting, Google Search, display ads, Meta (Facebook/Instagram), LinkedIn Ads**, and other paid platforms. The successful candidate will be a data-driven digital marketer with strong storytelling skills and a passion for engaging audiences through **targeted, performance-based marketing strategies**.

This role will focus on designing and implementing comprehensive digital marketing strategies that support enrollment goals through both organic (SEO) and paid advertising channels. This includes planning, launching, and optimizing paid media campaigns on platforms such as Google Search, YouTube, Facebook/Instagram, and LinkedIn, aimed primarily at lead generation and conversion. Additionally, they will develop and manage retargeting campaigns to re-engage website visitors and nurture prospects through the admissions funnel, employing A/B testing, audience segmentation, and landing page optimization to enhance campaign performance and ROI.

Additionally, the role involves creating and managing compelling, SEO-optimized content for various digital platforms, including websites, blogs, and social media. The candidate will collaborate with faculty and program directors to craft persuasive messaging that emphasizes the unique value of each graduate program. They will also produce engaging multimedia content that aligns with the college's brand goals. In terms of email marketing, the candidate will develop personalized campaigns through CRM systems to nurture prospective students and manage communications related to program launches and institutional news, all while monitoring and analyzing campaign performance to consistently refine strategies and improve overall effectiveness.

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 hands on experience in digital marketing with a focus on paid media, SEO, and campaign analytics. Proficiency with marketing tools such as Google Analytics, Meta Ads Manager, LinkedIn Ads, Slate CRM, Mailchimp, and marketing automation tools 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. Familiarity with web CMS platforms such as 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.