



Posted: 09/02/2025
Annual Salary: \$35,895.00-\$47,860.00
Status: Exempt, Full-time
Location: On-site

[The College of Idaho](#) is seeking a motivated individual to join our Enrollment Management team as a **Strategic Enrollment Communications Manager**. This position's primary function is to assist with the design and implementation of all in-house admission communication plans while overseeing the printing, organization, and fulfillment of mailings sent from the Office of Admission to prospective students. The ideal candidate will work closely with key team members to review and execute admission email communications, which include campaign creation, population management, UTM tracking, and data analysis. Additionally, the role will involve the fulfillment of both email and print communications directed at prospective students. This position will have a supervisory role, which involves hiring and training students to support admissions operations efforts.

The ideal candidate will collaborate closely with the VP of Enrollment Management and the Marketing & Communication team to implement effective print and electronic communication strategies targeted at prospective students, parents, and high school counselors. Serving as the primary liaison between the Admission Office and the Marketing/Communication Office, the candidate will facilitate strategic communications by building and tracking initiatives through the Slate CRM. Responsibilities will include managing print mailing campaigns, collaborating with internal and external enrollment partners, and executing comprehensive communication plans for admission recruitment. The role requires expertise in query creation within the Slate CRM for targeted mailings, accurate maintenance of constituent datasets, and oversight of all facets of communication logistics, including the processing of returned mail and updating student records.

Candidates should possess a Bachelor's degree in communication or a related field, or an equivalent combination of education and experience. Familiarity with customer relationship management (CRM) applications is essential. Strong communication and proofreading skills, attention to detail, and the ability to manage multiple concurrent tasks under deadlines are crucial for success in this role. Proficiency in Microsoft Office Suite and a solid understanding of accessibility standards are also required. A commitment to providing high-quality customer service and a willingness to work flexible hours are important attributes for this position.

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 offers competitive benefits, including tuition waivers 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. Spouses, domestic partners, and dependents are eligible for benefits coverage.

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) from management and one (1) professional, sent to hr@collegeofidaho.edu. Review of applications will begin immediately and continue until the position is filled. As we move through the application review process, additional information may be requested from qualified candidates.

With over 134 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 dedicated to attracting, retaining, and optimizing performance and academic excellence through an inclusive workforce. The College does not discriminate on the basis of sex, race, color, age, religion, disability, national and ethnic origin, veteran status, sexual orientation, gender identity, or any other basis protected by law.