

Posted: 11/21/2024
Annual Salary: \$43,880.00 - \$55,330.00
Status: Full-time, Exempt



[The College of Idaho](#) is seeking a **Digital Marketing & Communications Specialist** who will be responsible for proactively gathering, writing, and sharing news about the College with both internal and external audiences. They will use various methods to share the news, such as the official website, press releases, story pitches, email newsletters and calendars, admission publications and marketing materials, and social media platforms.

The Digital Marketing & Communication Specialist is tasked with creating, curating, updating, and maintaining content for the official website, PR/media, and social media channels. It is their responsibility to ensure that the website remains accurate, relevant, and updated with appealing content for prospective students and families, while also providing value to the campus audiences. The Digital Marketing & Communications Specialist will collaborate closely with the office of Information Technology, Admissions, Development, and other stakeholders across the campus. Additionally, they are accountable for comprehending and supporting online campaigns, encompassing integrated email, advertising, and website initiatives.

Qualifications:

- 3-5 years previous experience in a similar role
- **Experience** using platforms such as Canva to create various assets
- **Project Management:** Experience managing multiple projects from conceptualization to implementation, ensuring timely and high-quality output
- **Social Media Expertise:**
 - Demonstrated experience managing content and engagement on social media platforms, using analytics to track success and inform strategies
 - Experience in social media management platforms including Instagram, Facebook, LinkedIn, YouTube, Snapchat, and TikTok.
- **Strategic Planning:** Experience building and executing results-driven digital content strategies that align with organizational goals
- **Communication Skills:** Excellent verbal and written communication skills to effectively convey messages and maintain relationships with internal and external stakeholders

The perfect candidate should have a Bachelor's degree in mass communications, journalism, or marketing, or have 3 to 5 years of related experience with a track record of success in a similar role. Candidates should have experience in leading social media campaigns and managing strategic responsibilities for a professional organization. They should also be proficient in using a content management system to design, create, and update content across various channels. Additionally, a passion for sharing The College of Idaho's story through web and mobile platforms is essential.

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.