



Posted: 04/15/2026

Salary Range: \$58,602.00 - \$65,113.00

Status: Exempt, Full-time, On-site

[The College of Idaho](#) is seeking a **Graduate Enrollment & Digital Marketing Manager** to drive recruitment and enrollment growth for our graduate programs. This role will be pivotal in implementing coordinated enrollment operations and digital marketing initiatives. Working collaboratively with enrollment, marketing, and academic program leaders, the manager will attract, engage, and enroll prospective graduate students while supporting data-informed marketing strategies.

Key responsibilities include developing a communications plan for prospective graduate students that highlights program outcomes, alumni success, and faculty expertise, as well as supporting various recruitment activities, such as events, conferences, and webinars. The manager will also assist in the development and implementation of digital marketing campaigns, coordinate email communications, optimize landing pages, and ensure accurate program information on our website. Monitoring campaign performance and collaborating with the marketing team on social media and advertising efforts will be essential in driving lead generation and enrollment outcomes.

Successful candidates will possess a bachelor's degree in Marketing, Communications, or a related field. We require 3-5 years of professional experience in marketing, digital marketing, enrollment, and admissions, backed by strong interpersonal and project management skills. Ideally, you will bring specific expertise in Slate or similar CRM/marketing automation platforms and have a proven track record of supporting lead-generation campaigns. Additionally, you should have a history of managing multiple projects simultaneously and the ability to learn and communicate about various educational disciplines. Because our prospective students are often working professionals, the ability to work occasional evenings or weekends for events is essential. If you are a collaborative communicator with a passion for student success and a knack for digital strategy, we encourage you to apply.

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 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. 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 careers@collegeofidaho.edu. Review of applications will begin immediately and continue until qualified candidates are selected. 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 a [mission-driven 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.