



Posted: 09/02/2026

Salary Range: \$50,241.00- \$55,824.00

Status: Exempt, Full-time, On-site

Non-traditional hours are required

[The College of Idaho](#) is seeking a dynamic and strategic **Digital Marketing and Social Media Coordinator** to elevate the college's online presence. This crucial role is all about sharing the inspiring stories and vibrant news of the college through its website, print materials, and social media channels. The Coordinator collaborates closely with key campus stakeholders to plan, execute, and monitor integrated campaigns that drive brand awareness, alumni engagement, and prospective student enrollment. This active and highly visible role requires a presence at campus events, athletic games, and activities during standard business hours, as well as evenings and weekends, to capture authentic moments in real time.

The Coordinator balances creative storytelling with strategic campaign management across multiple digital platforms. Daily responsibilities include unearthing compelling campus stories, writing engaging web copy, and producing high-quality photo and video content, while also directing paid advertising efforts on platforms like Facebook, Google, LinkedIn, TikTok, and YouTube. This involves targeting the right audiences, mindfully managing ad budgets, and tracking performance. Success in this role requires strong communication skills, a solid grasp of online advertising, and familiarity with tools like Google Analytics to optimize results. Being organized, self-motivated, and collaborative is essential for thriving in this fast-paced role.

Successful candidates should possess a Bachelor's degree in marketing, mass communications, journalism, or a related field, or have three to five years of equivalent professional experience. Required qualifications include demonstrated experience leading social media strategy and content for a professional brand, managing paid social and digital ad campaigns—including budget oversight and performance reporting—and utilizing content management systems (CMS) to create and update content across multiple channels. Candidates with prior success in an academic or comparable institutional setting, as well as hands-on experience with AI-assisted content creation and AI-driven advertising tools, are strongly preferred.

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.