



Idaho Digital Learning Alliance  
P. O. Box 10017  
Boise, ID 83707  
208.342.0207  
[www.IdahoDigitalLearning.org](http://www.IdahoDigitalLearning.org)

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## **POSITION: COMMUNICATIONS SPECIALIST (SOCIAL MEDIA FOCUS)**

The Communications Specialist will enhance IDLA's social media presence and support overall communication strategies. This position focuses on developing and executing social media initiatives that promote IDLA's programs and services, engaging with stakeholders, including school district personnel, parents, students, and internal team members. The ideal candidate is adept at leveraging new technologies, exhibits exceptional organizational skills, pays attention to detail, and is deeply committed to supporting student success across Idaho. As an integral part of the Communications Team, the Communications Specialist will contribute to various projects to foster a dynamic and supportive online learning community.

### **Position Responsibilities:**

- Implement social media strategy, including mapping out themes, topics, posts, and ensuring a consistent cadence.
- Shoot and edit videos and photos for social media and other digital platforms.
- Craft materials that capture viewers' attention with compelling storytelling.
- Monitor and respond to social media comments, engaging with the community and fostering positive interactions.
- Collaborate with the communications team to align social media activities with overall communication strategies.
- Track and analyze social media metrics to measure effectiveness and adjust strategies.
- Develop and manage a content calendar to ensure timely and relevant posts.
- Research current social media trends and audience preferences to keep content fresh and engaging.
- Assist in the development of marketing campaigns and promotional materials.
- Support virtual and in-person events through social media promotion and live coverage.
- Create content for blogs, newsletters, press releases, and other communication materials.
- Ensure all content aligns with IDLA's branding and messaging guidelines.
- Other duties as assigned.

### **Desired Qualifications:**

- Bachelor's degree in Communications, Marketing, Journalism, or a related field.
- 2+ years of experience in social media management or digital marketing.
- Proficiency with social media platforms (e.g., Facebook, X/Twitter, Instagram, LinkedIn, YouTube) and tools (e.g., Hootsuite, Buffer, Cloud Campaign).
- Strong skills in video and photo editing software (e.g., Adobe Premiere Pro, Photoshop, Canva).
- Excellent written and verbal communication skills.
- Creative thinker with a knack for storytelling and engaging content creation.

- Ability to analyze social media metrics and adjust strategies accordingly.
- Strong organizational skills and ability to manage multiple projects simultaneously.
- Knowledge of current social media trends and best practices.
- Experience in education or the non-profit sector is a plus.

**Application:**

Position is open until filled. Apply online at [AppliTrack](#). The required documents are a current resume and a letter of introduction. Only online applications are accepted. For application process questions, email [hr@idla.org](mailto:hr@idla.org).

**Compensation:**

- Salary: \$51,600 - \$57,000, dependent on education and experience.
- Includes health insurance, PERSI benefits, and paid leave.
- Necessary computer equipment, software, and applications.

**Work Environment:**

- Remote work in an online environment.
- Employee is responsible for obtaining high-speed internet to allow them to communicate effectively.
- Participation in bi-annual in-person IDLA events is required. Occasional meetings at the IDLA Office in Boise may also be required.

**Employment Policy:**

- No concurrent employment during working hours without prior approval.
- Must focus solely on IDLA duties during working hours.
- Adherence to current employer policies on equipment use, work schedule, and resources.

**Physical and Mental Requirements:**

- Ability to communicate effectively, see and comprehend written instructions, and operate office and computer equipment.
- Must be able to sit or stand for extended periods and perform physical tasks such as bending and reaching.
- Reasonable accommodations will be made for individuals with disabilities.

**Equal Employment Opportunity (EEO) Statement:**

IDLA is an Equal Opportunity Employer, committed to providing equal employment opportunities without discrimination based on veteran status, disabilities, race, color, religion, political affiliation, sex, national origin, genetics, or other protected statuses. Reasonable accommodations are available upon request. Contact (208) 342-0207 (TTY/TTD: 711) or [HR@IDLA.org](mailto:HR@IDLA.org) for accommodations. Preference may be given to qualified veterans.

**Preference for Applicants:**

Preference will be given to applicants who live in or around the Treasure Valley (unless a region is identified in the job description), followed by those within the state of Idaho. Out-of-state applicants will be considered if no suitable in-state candidates apply.

**At-Will Employment:**

Employment with IDLA is at-will, meaning the employer or employee can terminate the employment

relationship at any time, with or without cause or notice.