

POSITION DESCRIPTION

Position Details

Position Title:	Digital Marketing Specialist – Design
Reporting To:	Associate Director, Communications and Marketing
Unit / Group:	Communications and Marketing
Direct Reports:	N/A
Salary Classification:	Corporate Services, Level E2
Date:	September 2025
Location:	City Campus

Position Summary

The Digital Marketing Specialist – Design works closely with the Communications and Marketing, Office of the CEO and the International Student Recruitment & Business teams to develop and implement digital communication and marketing activities that support strategic objectives of RMIT University Pathways (RMIT UP).

The role is responsible for delivering campaigns and activations to promote RMIT UP English, Foundation Studies and other existing and new RMIT UP products, through graphic design, website and social media content, internal communications, paid advertising campaigns, supporting video content production elements and other digital assets.

Position Responsibilities and Accountabilities

- Collaborate with the Associate Director, Communications and Marketing, Associate Director International Student Recruitment & Business and other key stakeholders including the Office of the CEO to implement marketing, communication and digital strategies that uplift the brand and reputation of RMIT UP
- Manage communications and marketing for RMIT UP's products and services across digital channels including website content, video production, email marketing and presentations to achieve strategic objectives
- Lead the development of special design projects (i.e. merchandise creation) internally each year including management of external consultants and agencies to develop campaigns and activations that set us apart from our competitors
- Support the Marketing and Communications internship program with a focus on design and visual communication
- Provide advice and support to senior management and cross-functional teams across the organisation about design, digital communication and marketing best practices
- Manage Adobe Experience Manager (AEM) website content in collaboration with the University Experience team, liaising with key stakeholders and subject matter experts in a timely manner to ensure design and information is accurate and in line with business needs
- Manage internal Service Now requests in a timely and efficient manner
- Lead internal communications needs through managing Marketo content, website updates and supporting the production of digital screen messaging in the building

- Lead the development of print materials for website downloads and print runs as required
- Support Search Engine Optimisation (SEO) and AI initiatives and updates to drive organic traffic to the website and introduce efficiencies and process improvements
- Assist with managing agencies and external consultants providing services related to other content production, merchandise and digital marketing
- Assist with the promotion of new products implementing territory-specific marketing plans
- Support social media channel content management across Facebook, LinkedIn, Instagram and in particular TikTok, building on our success on this platform to date, as well as providing content to our University partners for distribution on international channels such as Little Red Book and Weibo
- Support regular reporting on the effectiveness of design elements via interpretation of analytics including website, social media and internal newsletters and provide recommendations based on these insights
- Assist with the preparation of budgets and manage the tracking and processing of digital marketing expenses
- Assist with other communication and marketing initiatives across the company as requested by the Associate Director, Communications and Marketing, Associate Director International Student Recruitment & Business

Organisational Responsibilities and Accountabilities

- Act at all times in accordance with the RMIT Code of Conduct
- Work in accordance with RMIT University Pathways' policies and procedures including following safe work practices for self and others
- Proactively work towards achieving individual and team goals, whilst demonstrating RMIT's values and behaviours
- Actively engage in professional development opportunities
- Undertake any reasonable tasks as directed
- RMIT is committed to providing a safe environment for children and young people in our community. Read about our commitment and child safe practices.
<https://www.rmit.edu.au/about/our-locations-and-facilities/facilities/safety-security/child-safety>.

Qualifications, Knowledge, Skills & Attributes

Essential

- Relevant tertiary or postgraduate qualification
- Considerable experience in an omni-channel marketing and communications role
- Considerable experience in design and content production, including Canva and the Adobe Design suite
- Ability to manage multiple tasks, problem solve and prioritise
- Demonstrated experience managing website CMS including monitoring performance, analytics, trends, SEO and reporting using web analytics tools
- Demonstrated experience managing campaigns and generating content, including social media, print, presentations and video, with consideration of usability, accessibility and copyright
- Strong interpersonal, written and spoken communication and presentation skills
- Evidenced capability to manage advertising spend and forecast outcomes
- User experience optimisation experience
- The ability to work autonomously and show high initiative
- Highly efficient and effective administrative and time management skills and high attention to detail

- Experience and knowledge of computer software, applications and web technologies and ability to adapt to new technologies
- Solid working knowledge of communications and marketing functions including brand management, campaigns and promotions, graphic design, content management and video editing

Desirable

- Knowledge of and/or exposure to international markets
- Experience working with clients or students from diverse cultural backgrounds
- Experience in international education or Higher Education industries

Working at RMIT University Pathways (RMIT UP)

RMIT UP is owned by RMIT University, and provides a range of education solutions to students, academics and professionals in Australia and overseas.

Our mission is to provide transformative, supportive learning experiences and pathways which open global possibilities to our community of learners. We achieve this through our RMIT values of inclusion, imagination, integrity, courage, passion and impact.

RMIT UP education professionals place the student and customer experience at the forefront of everything we do.

Our key programs and services include Foundation Studies, ELICOS English for Academic Purposes (EAP) and language testing. RMIT UP also houses Informit, a leading research database with a strong focus on specialist Australasian content.

RMIT UP is situated in a state-of-the-art facility within the main RMIT University city campus in Melbourne's CBD. Co-located with Scape Australia, the largest provider of student accommodation in Australia, our building provides a unique offering to international students, housing world-class learning and accommodation in one secure location.

Acceptance of Position Description

This position description is current at date of approval. It may change from time to time to reflect operational needs and changes to organisational reporting relationships.

I have read, understood, and accept the responsibilities and accountabilities as outlined in this position description.

Incumbent signature: _____

Incumbent name: _____

Date: _____