



Position Description – Advisor, Library Communications and Engagement

Position Details

Position Title:	Advisor, Library Communications and Engagement		
College/Portfolio:	Education	School/Group:	RMIT University Library
Campus Location:	Primarily based at the Melbourne City campus and the potential to work across other RMIT campuses as required.		
Classification:	HEW 7	Time Fraction:	1.0 FTE
Employment Type:	Continuing		
Reporting Line:	Senior Coordinator, Library Communications and Engagement		
No. of Direct reports:	N/A		

RMIT University

RMIT is a global university of technology, design and enterprise, committed to creating transformative experiences for students and making a meaningful impact through research, innovation, and engagement. For more information on RMIT University follow the links below.

<https://www.rmit.edu.au/about>

<https://www.universitiesaustralia.edu.au/university/rmit-university/>

<https://www.rmit.edu.au/about/facts-figures>

Our campuses in Melbourne (City, Brunswick, Bundoora, and Point Cook) are complemented by international campuses in Vietnam and a centre in Barcelona, Spain. We proudly acknowledge the Woi Wurrung and Boon Wurrung peoples of the eastern Kulin Nation on whose unceded lands our campuses are located.

We are deeply committed to reconciliation and Indigenous self-determination, embedding these values throughout our policies, culture and structures.

<https://www.rmit.edu.au/about/our-locations-and-facilities>

Why Join RMIT?

Our people are at the heart of everything we do. At RMIT, we value innovation, collaboration and impact. Our values are the heart (durrung) of who we are and what we stand for at RMIT. They guide what we do, how we make decisions, and how we treat each other.



Inclusion Imagination Integrity Courage Passion Impact

Learn more about our values: <https://www.rmit.edu.au/about/our-strategy/values>

Organisational Accountabilities

RMIT is committed to the safety, wellbeing and inclusion of all staff and students. As a staff member, you are expected to comply with all relevant legislation and RMIT policies, including those related to: Equal opportunity, Occupational health and safety, Privacy and trade practices & Child safety standards:

Appointees are responsible for completing all required training and ensuring that they and their team members remain up to date on relevant compliance obligations.

Staff are expected to understand and support RMIT's child safe practices as part of their professional responsibilities. More about our child safety commitment: <https://www.rmit.edu.au/about/our-locations-and-facilities/facilities/safety-security/child-safety>.

Leadership at RMIT

At RMIT, leadership is not defined by position or hierarchy—it is a shared responsibility demonstrated by all staff, regardless of role or title. Leadership is grounded in our six core values, which guide and shape how we work together, make decisions, and create impact.

Effective leadership means consistently integrating these values into everyday actions and interactions, whether influencing a project outcome, supporting a colleague, or leading a team. All staff are expected to embody the principles of the *Be-Know-Do* Leadership Model:

Be – We are open and authentic, inclusive and empowering. We are purpose driven role models and communicators.

Know – We are self-aware, and understand our stakeholders, our sector and priorities.

Do – We set clear direction and expectations, we develop ourselves and others and promote mutual accountability to deliver results.

At every level, leadership at RMIT is about influence, contribution, and mindset. It is reflected in how we empower others, foster collaboration, and drive positive change through capability-building and alignment to strategic goals.

Education Portfolio

The Education Portfolio leads the planning and implementation of the University's strategies related to RMIT's academic programs and the student experience.

The Portfolio is responsible for:

- development and implementation of the Education Plan in accordance with University strategy as it relates to best practice in learning and teaching, student experience and academic staffing
- oversight of quality assurance for RMIT programs and their contribution to the development of improved outcomes for students and partners
- development and implementation of policy relating to academic profile and its impact on academic programs and staff
- leadership and management of relevant projects deemed as priorities in the RMIT Strategic Plan and University Annual Operating Plan
- provision of resources and services that support academic endeavour through the RMIT University Library
- identifying and planning for administrative and support services to meet the needs of different student cohorts, on and offshore, across the student life cycle
- promoting access to Vocational Education and Higher Education by students from diverse backgrounds and targeted equity groups
- developing and maintaining systems, processes and procedures related to the student record.

RMIT University Library

RMIT University Library is a creative partner in the achievement of RMIT University's teaching, learning and research strategic goals. It engages with other groups within the University to design initiatives that have a positive impact on the student experience including the provision of direct support, peer mentoring facilitation, advice and guidance for students' academic skill development. It provides accessible and inclusive resources, services and facilities to support the information needs of RMIT's large and globally

distributed student and staff population and supplies expertise for the management of the University's archives and business information.

To support the goals and operations of the University, the Library is arranged into 4 main functional areas: Learning, Teaching and Research; Collections; Quality and Engagement; and Archives. The library increasingly delivers digital collections and services to maximize access by the RMIT user population.

At RMIT Melbourne, the University Library operates from 4 locations: the Swanston Library; the Bundoora Library; the Carlton Library and the Brunswick Library and manages a Makerspace on the city campus. At RMIT Vietnam, the Library supports over 7,000 students from 2 locations: Ho Chi Minh City and Hanoi. All libraries are networked for wireless. They provide flexible spaces for individual and group study, computer equipped group study rooms and seminar rooms for academic and library research skills training.

Position Summary

The Advisor, Library Communications and Engagement, supports communication and engagement activities undertaken by the Library. This role works with the Senior Coordinator, Library Communications and Engagement, and other members of the team to raise awareness of the Library's services, resources, activities and events both within the Library and across the University.

This role will work with the Communications and Engagement team on the planning, design and delivery of a range of communications campaigns and activities. The role will be responsible for coordinating and implementing communications plans and activities that engage key audience groups including students, educators, researchers and fellow Library staff. They will build strong relationships with service owners within the Library and develop understanding of the resources and services available, looking for opportunities to promote them.

The role may also be required to work across the Library on projects and programs of work.

Key Accountabilities

- Coordinate the development and implementation of communications plans in consultation with the Senior Coordinator, Library Communications and Engagement.
- Coordinate the planning, development and measurement of high-quality and impactful content through the most relevant and effective channels.
- Use the Adobe Creative Suite applications or collaborate with relevant teams to support communications campaigns with multimedia design.
- Coordinate with stakeholders to collate, proofread and publish content for the internal Library staff newsletter using enterprise systems (SharePoint news and Marketo).
- Build and publish event registration pages and event listings on the RMIT website using enterprise systems (Cvent and Adobe Experience Manager CMS).
- Work to established processes and workflows within the Communications and Engagement team, with a keen eye for administrative detail and organisation.
- Ensure all assets comply with RMIT brand guidelines and advise Library staff on the correct use of RMIT branding.
- Any other activities, as directed by the Senior Coordinator, Library Communications and Engagement.

Key Selection Criteria

1. Experience in a highly effective customer, consumer or membership-focused communications function.
2. Experience supporting the planning, production and delivery of communications activities, and developing and implementing communications plans.
3. Strong interpersonal skills and the ability to foster positive working relationships with team and stakeholders of various levels.
4. Experience in using enterprise systems to publish digital content, such as event registrations, news or blog posts, and webpages.
5. Excellent writing skills and attention to detail including proofreading and consistent use of writing and brand style across multiple products.
6. Ability to collect, analyse and interpret data and information to support continuous improvement.

7. Ability to work independently and as part of a team, and a willingness to develop knowledge and skills drawing on the experience of senior members of the team.

Qualifications

Essential: A degree or equivalent qualification in a relevant discipline and with relevant professional experience at a similar level; or an equivalent combination of extensive relevant experience and/or education/training.

Working with Children Check

Appointment to this position is subject to holding a valid Victorian Working with Children Check and other checks as required by the specific role. Maintaining a valid Working with Children Check is a condition of employment at RMIT.