



Position Description – AEP Specialist

Position Details

Position Title: AEP Specialist

College/Portfolio: I&E **School/Group:** Engagement

Campus Location: Primarily based at city campus, and the potential to work across other RMIT campuses as required.

Classification: HEW 9 **Time Fraction:** 1.0 FTE

Employment Type: Continuing

Fixed Term Reason: Choose an item.

Reporting Line: Experience Optimisation Platform Lead

No. of Direct reports:

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.

College/Portfolio/Group

<Insert a concise paragraph describing the College, Portfolio, School or Group this role belongs to. Include links to relevant websites for additional context.>

Position Summary

RMIT University is seeking a versatile and experienced Adobe Experience Platform (AEP) Specialist to join our Digital and MarTech team. This role is ideal for a jack-of-all-trades with a strong foundation in Adobe products, web development collaboration, and data-driven marketing. You will lead the implementation and optimisation of AEP and Adobe Analytics solutions, enabling personalised, insight-driven experiences across digital channels.

You'll work closely with marketing, analytics, data engineering, and IT teams to deliver scalable solutions that support audience activation, customer journey orchestration, and performance reporting.

Key Accountabilities

Adobe Experience Platform (AEP)

- Configure and maintain AEP components including Real-Time CDP, Web/Mobile SDK, Customer Journey Analytics (CJA), and Adobe Launch.
- Define and manage schemas, datasets, and identity namespaces using the Experience Data Model (XDM).
- Set up and validate data ingestion pipelines (batch and streaming).
- Integrate AEP with Adobe Experience Cloud tools (Analytics, Target, Audience Manager) and external platforms (CRM, AdTech, Marketing Automation).

- Build and optimise real-time audiences and activation workflows for personalisation and campaign execution.

Adobe Analytics Implementation & Management

- Lead the implementation of Adobe Analytics on new websites and enhance existing setups.
- Manage assets, rules, and libraries in Adobe Data Collection (Launch).
- Collaborate with AEM development teams to define and implement data layer requirements.
- Maintain documentation for Adobe Analytics implementations, including tagging strategies and rule configurations.
- Support monthly and ad hoc reporting, and facilitate integration of AEP data into central reporting systems.

Data Governance & Insights

- Ensure compliance with data governance, consent management, and privacy regulations (e.g., GDPR, CCPA).
- Support audience analysis, attribution modelling, and customer journey insights using CJA and Adobe Analytics.
- Enable cross-channel reporting and insights through collaboration with analytics and data teams.

Collaboration & Enablement

- Partner with marketing, engineering, and data teams to define and deliver AEP and CJA use cases.
- Develop documentation, training materials, and best practices to support platform adoption and maturity.
- Contribute to a collaborative team culture that values continuous learning and cross-functional expertise.

Key Selection Criteria

- Strong experience implementing and managing Adobe Experience Platform (Real-Time CDP, CJA, or AJO).
- Demonstrated expertise in Adobe Analytics implementation via Adobe Launch / Data Collection.
- Proficiency in JavaScript, particularly for use within Adobe Data Management rules.
- Solid understanding of customer data models, identity resolution, and segmentation strategies.
- Experience with data integration (APIs, ETL, batch, streaming) and cloud platforms (AWS, Azure, GCP).
- Familiarity with SQL, JSON, and modern data environments.
- Strong communication skills and ability to work with both technical and business stakeholders.

Qualifications

- Adobe Certified Expert in AEP, RT-CDP, or CJA.
- Experience with Adobe Experience Manager (AEM) front-end and back-end development.
- Exposure to BigQuery, Snowflake, or other modern data warehouses.
- Experience with Power BI or other analytics platforms.
- Background in personalisation, audience activation, and customer journey orchestration.
- Familiarity with Agile methodologies and cross-functional project delivery

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.