



Position Description – Campaign Coordinator

Position Details

Position Title: Campaign Coordinator

College/Portfolio: International & Engagement **School/Group:** Experience

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

Classification: HEW 6 **Time Fraction:** 1.0 FTE

Employment Type: Continuing

Fixed Term Reason: N/A

Reporting Line: Campaign Manager

No. of Direct reports: 0

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.

International & Engagement Portfolio

The Engagement portfolio incorporates the university's key engagement functions including global marketing, global student recruitment, business development and partnerships.

The Engagement function's vision is to bring to life RMIT's strategy by putting the student and all of RMIT's audiences at the heart of everything that we do and delivering a Customer Experience (CX) vision and insights to help guide the University deliver on our promise. The function is responsible for Global Marketing and our Brand, Digital and CX, Student Recruitment and Admissions, Market Intelligence and Propositions (product and pricing strategy). The 300+ engagement team who are based across Australia, Vietnam, India and several other hubs, strive to deliver amazing experiences for all our audiences through contemporary ways of working.

Position Summary

The Campaign Coordinator works with the Marketing Manager and Campaign Manager. The Campaign Coordinator will be responsible for strategically coordinating campaign activities across diverse audience segments, providing valuable insights to enhance campaign effectiveness, and managing a range of marketing channels. Proficiency in digital marketing, strong communication skills, and budget management expertise are essential for success in this role. Additionally, the Coordinator will collaborate with external agencies to ensure campaign success and provide data-driven recommendations, ultimately working to maximize ROI.

This role offers a unique opportunity to contribute to the marketing efforts of a large and complex institution. Candidates who possess a thorough understanding of marketing principles, experience with

digital marketing strategies, and a demonstrated ability to work both independently and as part of a team will be well-suited for this dynamic Campaign Coordinator role.

Key Accountabilities

- Coordinate the ongoing campaign needs of audience segments across RMIT University with a view to producing effective and cost-efficient solutions across a range of channels.
- Assess requirements and provide advice to Marketing Managers regarding student recruitment campaigns and other marketing activities.
- Coordinate and implement targeted multichannel marketing communication plans for the University's campaign activity.
- Contribute digital and data driven marketing experience across large, diverse marketing databases with proven ability to analyse and utilise research, provide data driven recommendations and decisions, and drive ROI for future campaigns.
- Liaise with design, media and creative agency personnel and other external providers as applicable.
- Coordinate and plan email marketing campaigns, from strategy and implementation, with a focus on insight of customer behaviour.
- Assist with the preparation of campaign reports and other reports as required, while offering key recommendations. Ensure all campaign activities are within allocated budget and reconciled against segment budgets and update financial record.

Key Selection Criteria

1. Demonstrated understanding of marketing principles and practice.
2. Demonstrated strong understanding of marketing via digital and social channels.
3. Demonstrated high level of interpersonal and communication skills, including a proven ability to prepare copy for campaign activity including advertising, publications and the web.
4. Demonstrated record of experience in customer service.
5. Highly developed IT skills, including proficiency in Microsoft Office, and ideally experience in Adobe martech stack (including Marketo), Salesforce CRM, and exposure to the Adobe creative suite.
6. An understanding of the marketing and campaign imperatives of a large university or complex business.
7. Proven ability to work independently and as part of a team.
8. Demonstrated experience in briefing content writers, designers and other creative and media suppliers.
9. Email marketing campaign coordination experience necessary and automation experience looked upon favourably.
10. Experience in contemporary and agile ways of working will be looked upon favourably.

Qualifications

A tertiary qualification in Advertising, Marketing or a related field is required.

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.