



Position Description: Senior Communications Advisor

Position Details

Position Title:	Communications Advisor		
College/Portfolio:	Engagement	School/Group:	University Communications
Campus Location:	Based at the City campus, and the potential to work across other RMIT campuses as required.		
Classification:	HEW 6	Time Fraction:	1.0
Employment Type:	Continuing		
Reporting Line:	Communications Manager, Student Experience Communications		
No. of Direct reports:	Nil		

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.

Engagement Portfolio

The Engagement portfolio is responsible for the University's key engagement functions including communications, advancement (philanthropy and alumni), marketing, student recruitment and digital experience.

Position Summary

The Communications Advisor is a collaborative role that supports the Student Experience team to deliver strategic and impactful communications that engage students, educators and staff, and build, protect and inspire the RMIT story.

Reporting to and directed by the Communications Manager, the Communications Advisor will support the planning, design, creation and delivery of a range of content to deliver impactful communications campaigns and stories for a range of channels and audiences.

The Communications Advisor will work effectively with University Communications team members and stakeholders across the University to craft staff and student content that can be shared internally and externally across student and staff channels, including websites, emails and various social media platforms.

Key Accountabilities

- With direction from their manager and other team members, support the planning, production, delivery and measurement of high quality and impactful communications that champion student and staff voice and experience.
- Develop engaging stories that support RMIT's strategic priorities for student and staff audiences.

- Build and send communications via a range of RMIT owned student and staff channels, including websites, emails and social media platforms.
- Develop and maintain positive working relationships with University Communications team members and stakeholders across the University
- Assist with activity planning and reporting.
- Any other activities, as directed by their manager.

Key Selection Criteria

1. Experience in a customer, consumer or membership-focused communications function.
2. Experience supporting the planning, production and delivery of communications activities and content.
3. Strong professional writing and editing skills, with demonstrated ability to write for different audiences and channels.
4. Experience working with multiple communications platforms such as website, email management tools and social media.
5. Strong interpersonal skills and the ability to foster positive working relationships with team members and stakeholders.
6. Ability to work in a fast-paced environment and support multiple projects at a time.
7. Ability to collect, analyse, and interpret data and information to support continuous improvement.

Qualifications

An undergraduate degree or equivalent qualification in communications, PR, journalism or similar, and relevant professional experience at a similar level.

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.