



Position Description – Communications Manager - External Affairs and Media

Position Details

Position Title: Communications Manager - External Affairs and Media

College/Portfolio: Engagement **School/Group:** University Communications

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

Classification: HEW 8 **Time Fraction:** 1.0

Employment Type: HE – Replacement Employee

Reporting Line: Senior Communications Manager, Corporate Affairs and Media

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.

College/Portfolio/Group

The Engagement portfolio is responsible for the University's key engagement functions including communications, experience (global marketing, global student recruitment, alumni), and business development and partnerships.

Position Summary

The Communications Manager, External Affairs and Media, will contribute to the success of the RMIT strategy by supporting a best practice RMIT-wide external communication agenda.

A senior member of a dynamic team, and supporting the Senior Communications Manager, Corporate Affairs and Media, this role is responsible for leading and delivering a proactive media engagement agenda, managing and advising on risk and reputation issues and delivering media training and capacity building to senior spokespeople and academics.

With a strong focus on identifying and delivering external PR opportunities, the role will work closely with internal stakeholders to identify opportunities to strategically position and protect the University as a leader in higher education and research.

Key Accountabilities

Develop, lead and implement a best practice approach to a university-wide external and corporate communications agenda. Accountabilities include:

- Provide expert media relations and issues management advice for the university in collaboration with communications business partners.
- Identify and deliver media opportunities by working with journalists to support RMIT's strategic positioning.
- Build internal network and business acumen to identify media opportunities.
- Build, leverage and maintain key media and stakeholder relationships across broadcast, print and digital channels, and with industry and other associations.
- Manage, measure and report on RMIT media coverage and management of issues.
- Develop, deliver and curate high-quality content for external channels with a focus on driving relationships and providing compelling stories about RMIT's capability and the benefits of partnership with industry.
- Contribute to an external communications channel strategy that creates efficient and effective ways of connecting with all audience groups.
- Build positive partnerships to shape decision making that impacts RMIT and the higher education sector.
- Role model the RMIT values and be an active member of the Communications team.

Key Selection Criteria

- Proven experience in a highly effective external communications function, working with media and managing risk and reputational issues.
- Proven experience in communications planning, delivery and measurement that contributed to strategic organisational objectives.
- Excellent communication skills and demonstrated passion for delivering creative and impactful content. This should include a working knowledge of the media.
- Experience influencing organisational change and business improvement in a complex environment.
- Experience in working with data and stakeholders to identify emerging and unmet needs and to develop solutions to meet those needs.
- Experience encouraging a workplace culture of high performance and promoting accountability for outcomes.
- Ability to advise leadership on managing public issues and directly undertake media/issues management.
- Experience working with media and digital technology to improve communication outcomes.

Qualifications

A degree or postgraduate qualification in a relevant discipline and with significant 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.