



Position Description – Content Coordinator

Position Details

Position Title: Content Coordinator

College/Portfolio: Engagement **School/Group:** Global Marketing and Student Recruitment

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

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

Employment Type: Fixed Term

Fixed Term Reason: Replacement Employee

Reporting Line: Content Manager

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 Experience Function's vision is to bring to life RMIT's strategy by putting RMIT's audiences at the heart of everything that we do. The Function is responsible for Global Marketing and our Brand, Digital and CX, Student Recruitment and Admissions, Market Intelligence and Propositions, Alumni and Engagement and University Lifecycle Technology. The 300+ Experience 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 Content Coordinator is responsible for creation, optimisation and personalisation of digital content for RMIT University's key acquisition and brand campaigns. The role requires excellence in writing, editing and digital content coordination, as well as the ability to assist with coordinating a wide range of projects within Global Marketing and Student Recruitment. The Content Coordinator works with and provides support to the Content Manager.

Key Accountabilities

- Write, optimise and personalise content that meets brand requirements and marketing objectives.
- Curate and write content for a variety of channels as required, including but not limited to EDMs, articles, hard copy publications, RMIT webpages and lead generation.
- Oversee the coordination/scheduling of content queries and jobs, including key high visitation webpages.
- Ideate and execute content initiatives and projects with a high level of collaboration.
- Provide content advice to stakeholders for quality writing and editing as required.

- Support recruitment initiatives and events with copy and messaging support.
- Publish marketing articles on RMIT's website, with strong adherence to web publishing conventions and processes.
- Use data to report on content performance and provide recommendations for improvement.
- Work with external stakeholders (such as translators or creative agencies) to execute work within agreed timelines and budget.

Key Selection Criteria

- Proven strategic writing experience for marketing or communications.
- Demonstrated ability to determine potential opportunities to promote RMIT and its staff and students, via traditional and digital channels.
- Demonstrated ability to write and edit complex documents; manage editorial tasks for print and the web.
- Excellent written and verbal communication skills, including editing and proof-reading.
- Excellent project management skills and ability to manage multiple simultaneous projects.
- Strategic thinking and problem-solving skills and ability to contribute creatively.
- Proven commitment to collaboration and teamwork.
- Good interpersonal skills and a demonstrated ability to establish and maintain effective professional relationships, and provide constructive feedback to stakeholders – internal and external, etc.
- High degree of computer literacy, including Microsoft platforms and content management systems.

Qualifications

Tertiary qualification in journalism, marketing, communications or a related field, or a qualification in professional writing and editing will be highly regarded. Experience with the following content management platforms will be highly regarded: Adobe Experience Manager, Adobe Analytics.

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.