



Position Description – Digital Coordinator

Position Details

Position Title: Digital Coordinator

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

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 FTE

Employment Type: Continuing

Reporting Line: Senior Manager Digital Experience

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 provides integrated, strategic leadership across the University to advance RMIT's reputation, reach, and revenue, encompassing a range of functions, including domestic and international student recruitment; global marketing and intelligence; strategic communications; advancement function that includes donor relations, philanthropic advancement; and industry engagement and partnerships.

The portfolio leads the development and execution of major fundraising campaigns aligned with institutional priorities and stewards high-value partnerships with industry, government, and community to generate measurable impact. It enables data-informed decision-making through market insights to support integrated operations, strengthen relationship management, and enhance performance reporting.

Through innovation, collaboration, and strategic partnerships, the Engagement Portfolio plays a critical role in diversifying revenue streams and expanding RMIT's presence in alignment with its long-term strategic objectives.

Position Summary

The digital coordinator will contribute to the success of the RMIT Strategy by delivering a timely, well managed publishing service that is best practice across all of RMIT. This will support an effective and engaging platform that creates transformational experiences for users in how they access information, engage with RMIT and collaborate for business results.

This role is part of a small, dynamic and creative team who deliver university-wide governance, content architecture, planning and publishing services for RMIT websites. They will coordinate, produce content, edit, publish and test web content to ensure web content is up to date.

Experience in web design as well as understanding of accessibility and usability of websites are essential along with ability to work closely with range of stakeholders.

Key Accountabilities

- Create transformational experiences for users through the delivery of best practice RMIT-wide publishing and management of the website.
- Be part of a team of motivated, engaged and professionals who are proactive advisors and deliver outstanding digital support to the University through industry-leading web capability, delivery agility and a team culture.
- Deliver digital outcomes for RMIT that help to realise our recruitment targets and marketing objectives.
- Participate in the Centre of Excellence for the University-wide governance, content architecture and publishing services for RMIT websites ensuring high-quality capability, timeliness, efficiency, consistency and alignment to strategy.
- Deliver a best practice approach to site management, usage and optimal engagement to accelerate delivery of our strategy.
- Role model the RMIT values and be an active member of the Digital team.
- Create, edit and publish content on the AEM platform and other platforms where necessary.

Key Selection Criteria

Essential:

- Strong web design and development knowledge as well as experience using Adobe Experience Manager content management systems.
- Experience in content authoring, editing and publishing (including knowledge of SEO, accessibility, usability, writing for web best practices and technical issues).
- Demonstrated experience in using Analytics and tagging software.
- Experience in Adobe Customer Journey Analytics will be preferred.
- Excellent communication and stakeholder management skills are essential as this role will work closely with range of stakeholders and enhance their understanding of digital and search.
- Ability to understand and translate complex information into simple yet engaging content that appeals a range of audiences.

Qualifications

- Industry certifications and experience in Adobe Experience Manager and training preferably within large, complex knowledge-based organisations.
- Bachelor degree in a marketing, communications, IT or multimedia discipline or equivalent combination of relevant experience, education and/or training.

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.