



Position Description – Marketing Communications Officer

Position Details

Position Title:	Marketing Communications Officer
College/Portfolio:	Policy, Strategy and Impact
School/Group:	RMIT Activator
Campus Location:	Melbourne CBD (Hybrid)
Classification:	HEW 6
Employment Type:	Fixed Term
Time Fraction:	1.0

RMIT University

RMIT is a multi-sector university of technology, design and enterprise with more than 96,000 students and close to 10,000 staff globally. The University's mission is to help shape the world through research, innovation and engagement, and to create transformative experiences for students to prepare them for life and work.

<https://www.rmit.edu.au/about>

<https://www.universitiesaustralia.edu.au/university/rmit-university/>

Our three main campuses in Melbourne are located in the heart of the City, Brunswick and Bundoora. Other locations include Point Cook, Hamilton and Bendigo, two campuses in Vietnam (Hanoi and Ho Chi Minh City) and a centre in Barcelona, Spain. RMIT is a truly global university.

<https://www.rmit.edu.au/about/our-locations-and-facilities>

We are also committed to redefining our relationship in working with, and supporting, Indigenous self-determination. Our goal is to achieve lasting transformation by maturing our values, culture, policy and structures in a way that embeds reconciliation in everything we do. We are changing our ways of knowing, working and being to support sustainable reconciliation and activate a relationship between Indigenous and non-Indigenous staff, students and community. Our three campuses in Melbourne (City, Brunswick and Bundoora campuses) are located on the unceded lands of the people of the Woi Wurrung and Boon Wurrung language groups of the eastern Kulin Nation.

Why work at RMIT University

Our people make everything at the University possible. We encourage new approaches to work and learning, stimulating change to drive positive impact. Find out more about working at RMIT University, what we stand for and why we are an Employer of Choice.

<https://www.rmit.edu.au/careers>

We want to attract those who will make a difference. View RMIT's impressive standings in university rankings.

<https://www.rmit.edu.au/about/facts-figures/reputation-and-rankings>

Policy, Strategy, and Impact Portfolio (PSI) & RMIT Activator

The Policy, Strategy and Impact Portfolio provides focus and momentum for the projects and priorities that have been identified in Knowledge with Action: RMIT's Strategic Plan to 2030.

It provides support for the implementation of the RMIT Strategy with a particular focus on delivering impact through public policy and government engagement, innovative practice in organisational capability and skills development, innovation and entrepreneurship and the development of new collaborations and partnerships.

PSI has been a focal point for the development of significant investment projects and precincts which focus on urban innovation for the future of Melbourne such as the Melbourne Innovation Districts partnership between the City of Melbourne, The University of Melbourne and RMIT and the Cremorne Digital Hub.

RMIT Activator generates impact through entrepreneurship. Our mission is to empower founders, ventures and communities to deliver global impact, at scale, ensuring sustainability of people and planet into the future. We do this through a suite of entrepreneurial skills and venture support programs and services and large-scale impact projects and partnerships. The Business Systems and Operations Support (BSOS) role is critical to enabling the co-ordination and delivery of these programs, projects and supporting business functions.

Position Summary

The Marketing Communications Officer reports directly to the Marketing & Communications Lead and is responsible for design and implementation of campaigns and events to support the engagement and recruitment of key participants into Activator's entrepreneurial startup programs. This includes implementing social media plans to support engagement activities. The role takes care of the delivery of all Activator digital marketing including but not limited to, maintenance of the website and curation of monthly newsletter. Success in the role is achieved through creativity, initiative, strong teamwork and ability to liaise with various internal and external stakeholders to assist in the development and delivery of marketing initiatives.

As the Marketing Communications Officer at RMIT Activator, you will be responsible for supporting the marketing and communication efforts to bolster the institution's position as a leader in impact-driven entrepreneurship. This role encompasses execution of marketing campaigns tailored to diverse audiences including RMIT-affiliated entrepreneurs and external project funders and leveraging innovative marketing techniques. A key focus will be on promoting RMIT Activator's role in sustainable community initiatives and open innovation. Your responsibilities will also include lead generation, content curation, digital marketing, stakeholder engagement, event marketing, and market research. Additionally, you'll analyse

key metrics to track the effectiveness of marketing strategies, ensuring alignment with RMIT Activator's goals and objectives. This position demands a proactive, strategic, and data-driven approach, with a commitment to driving growth in entrepreneurial and sustainable community development sectors.

Reporting Line

Reports to: Marketing & Communications Lead

Direct reports: Nil

Organisational Accountabilities

RMIT University is committed to the health, safety and wellbeing of its staff. RMIT and its staff must comply with a range of statutory requirements, including equal opportunity, occupational health and safety, privacy and trade practice. RMIT also expects staff to comply with its policy and procedures, which relate to statutory requirements and our ways of working.

RMIT is committed to providing a safe environment for children and young people in our community. Read about our commitment and child safe practices.

<https://www.rmit.edu.au/about/our-locations-and-facilities/facilities/safety-security/child-safety>.

Appointees are accountable for completing training on these matters and ensuring their knowledge and the knowledge of their staff is up to date.

Key Accountabilities

1. Create compelling content and for diverse channels including eDMs, events, publications, website, social media, and owned channels. Tailor content to meet channel-specific requirements and align with audience preferences and business objectives.
2. Create a content plan for Activator aligned with various programs and audiences, coordinate the copy writing function, proof copy for various marketing channels, ensuring consistent tone of voice.
3. Plan and execute email marketing campaigns from inception to completion. Utilise customer behaviour insights to optimize campaign effectiveness and drive desired outcomes.
4. Support the execution of Activator marketing strategy by planning, delivering, and tracking success of marketing including campaigns, events, social media, and content marketing.
5. Develop and maintain channels for distribution of marketing and communications both internally and externally.
6. Manage the editing and updating of Activator Website to ensure that SEO is optimised, content is relevant, and site visits are translating to customer acquisition.

7. Maintain marketing databases, to ensure accurate and up-to-date information for campaigns and reporting.
8. Provide overall support to the marketing engagement team as needed, including administrative tasks, market research, and coordination of marketing initiatives.

Key Selection Criteria

1. Strong communication skills including a proven ability to prepare copy for social media, digital marketing, publications and the web.
2. Proven experience in content creation and campaign management via digital and social channels.
3. Proficiency in developing and optimising marketing campaigns and communications.
4. Strong understanding of email marketing strategies and tools.
5. Demonstrated ability to take initiative and manage multiple projects and tight deadlines under broad direction.
6. Analytical mindset with the ability to interpret data and make data-driven decisions.
7. Demonstrated understanding of marketing principles and practice, particularly Account-Based Marketing.
8. High proficiency in Microsoft Office, Excel & Power Point packages, and project management tools.
9. Proven ability to work independently and as part of a team, with excellent interpersonal skills.

Qualifications

A tertiary qualification in Advertising, Marketing or a related field is required and significant experience in a fast-paced environment.

Note: Appointment to this position is subject to passing a 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.

Endorsed:	Signature: Name: Title: Date:	Approved:	Signature: Name: Title: Date:
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