



## Position Description: Social Media Content Creator – External Affairs and Media

### Position Details

**Position Title:** Social Media Content Creator – 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 4      **Time Fraction:** 1.0

**Employment Type:** HE - replacement employee.

**Reporting Line:** Senior Communications Manager, Social 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

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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

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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

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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

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The Social Media Content Creator role is a junior role within RMIT's dynamic and creative social media team. This team supports the strategic objectives of the University by managing RMIT's public presence across all major social media platforms.

Reporting to the Senior Communications Manager – Social Media the role is responsible for responding to stakeholder briefs to ideate and create social-first content for RMIT's official social media accounts.

A thorough understanding of current social media platforms and content requirements, plus a genuine interest in online community building is a must. Filming (iPhone and/or basic cameras) and editing skills (using Adobe Suite) are essential, as is an eagerness to develop professional capabilities including supporting strategy delivery, stakeholder engagement, reporting and planning.

## Key Accountabilities

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Ideate, film, design and edit a range of social-first content to support the delivery of RMIT's social media strategy:

- Film, edit, design and publish a range of content for RMIT's social media accounts including LinkedIn, Instagram, TikTok, Threads, Facebook and YouTube.
- Contribute to regular reporting and help drive continuous improvement by sharing insights and learnings
- Contribute to content planning and scheduling
- Knowledge of current best practice use and content requirements for major social media channels
- Work collaboratively with the Social Media Advisors and relevant stakeholders to produce high-quality, strategically aligned content
- Demonstrate awareness of risk and reputational challenges associated with social media
- Thorough understanding of digital accessibility standards
- Role model the RMIT values and be an active member of the Communications team.

## Key Selection Criteria

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- Demonstrated experience creating social-media content, specifically in filming and editing full-screen vertical video
- Proficient editing in Adobe Suite (Premiere Pro, Photoshop) and Canva
- Demonstrated understanding of social media analytics and reporting
- A working understanding of how to use data to identify opportunities
- High-level communications skills and proficiency in written English
- Experience and/or willingness to be on camera viewed favourably but not a requirement
- Ability to participate in a workplace culture of high performance and accountability for outcomes.

## Qualifications

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A degree qualification in digital media, communications or another relevant discipline and/or 1-2 years of professional experience in a similar role.

## Working with Children Check

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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.