



Position Description – Product Coordinator

Position Details

Position Title:	Product Coordinator
College/Portfolio:	Engagement
School/Group:	Digital and Customer Experience
Campus Location:	Primarily based at City campus, and the potential to work across other RMIT campuses as required.
Classification:	HEW 5
Time Fraction:	1.0 FTE
Employment Type:	Continuing
Fixed Term Reason:	N/A
Reporting Line:	Digital Coordinator
No. of Direct reports:	N/A

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 Product Coordinator will support the delivery of RMIT's digital experience for prospective students by maintaining accurate, accessible and engaging website product content. The role will contribute to the timely publishing and ongoing improvement of course, program and related recruitment content, helping users find clear information and take the next step in their journey with RMIT.

Working as part of a small, collaborative team, the Product Coordinator will coordinate, edit, publish and test website content to ensure it is current, consistent and aligned with agreed content standards. The role will work closely with stakeholders across student recruitment, marketing, admissions and academic areas to support prospective student engagement and improve the quality of product information across RMIT websites.

Experience in web content publishing, editing and stakeholder coordination is essential. An understanding of accessibility, usability and user-centred content practices is also important, particularly in relation to supporting prospective students to access and understand information about RMIT's study options.

Key Accountabilities

- Support prospective student engagement by coordinating, editing, publishing and maintaining accurate, accessible and user-focused website product content.
- Deliver timely updates to course, program and related recruitment content to support RMIT's recruitment priorities and marketing objectives.
- Work with stakeholders across marketing, recruitment, admissions and academic areas to ensure website content is clear, current, consistent and aligned with agreed content standards.
- Create, edit, publish and test content in AEM and other relevant platforms, ensuring content is accurate, functional and fit for purpose.
- Apply best practice web content principles, including accessibility, usability, plain language, search optimisation and user-centred content design.
- Support the ongoing improvement of website product content by identifying content gaps, quality issues and opportunities to improve the prospective student experience.
- Contribute to efficient publishing processes, content workflows and quality assurance practices that support timely and consistent delivery.
- Role model the RMIT values and contribute positively as an active member of the Digital Experience team.

Key Selection Criteria

1. Diploma-level qualification in web content, digital media, communications, marketing or a related field, or equivalent workplace experience in web content publishing, editing or digital engagement.
2. Demonstrated experience creating, editing, publishing and maintaining website content using a content management system. Experience with Adobe Experience Manager and/or Shopify will be highly regarded
3. Strong understanding of web content best practice, including accessibility, usability, plain language, SEO, writing for web and quality assurance.
4. Ability to translate course, program or product information into clear, accurate and engaging content for prospective students and other key audiences.
5. Experience using analytics, tagging or reporting tools to understand content performance and support evidence-based content improvements. Experience with Adobe Customer Journey Analytics will be highly regarded.
6. Excellent communication and stakeholder management skills, with the ability to work collaboratively with marketing, recruitment, admissions, academic and digital stakeholders.
7. Strong attention to detail, with the ability to manage competing publishing priorities and deliver timely, accurate and consistent website updates.

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.