



Position Description – Project Lead (Go To Market)

Position Details

Position Title: Project Lead (Go To Market)

College/Portfolio: Engagement **School/Group:** Global Marketing

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

Classification HEW 9 **Time Fraction:** 1.0

Employment Type: Fixed Term

Fixed Term Reason: Specific Task or Project

Reporting Line: Director, Global Marketing

No. of Direct reports: Potentially 1 project resource

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 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; market intelligence and propositions; 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 Project Lead (Go To Market) is a newly created fixed-term position responsible for coordinating the transition and integration of GTM operations for Online Award programs into the Engagement Portfolio. Working closely with senior leaders and stakeholders across marketing, recruitment, digital experience and academic portfolios, the role will coordinate program delivery, ensuring initiatives are effectively planned, governed and implemented.

The position will play a key role in establishing program governance, coordinating project teams and managing delivery across multiple workstreams to ensure the successful implementation of agreed organisational changes.

Critical to the role is the ability to align closely with the broader transformation planning and governance structures being established across the University.

Key Accountabilities

Program Coordination and Delivery

- Coordinate the planning and delivery of transition across Go To Market functions.
- Develop and maintain integrated program plans, workstream schedules and delivery roadmaps.
- Manage end-to-end program coordination including planning, governance, risk management, reporting and delivery tracking.
- Monitor program milestones, dependencies and deliverables to ensure progress against agreed timelines.
- Manage interdependencies across multiple workstreams and ensure coordination between project teams and business leads.

Operating Model Integration

- Support the integration and alignment of Go To Market capabilities within the University's enterprise marketing and recruitment model.
- Work collaboratively with stakeholders across portfolios and colleges to implement agreed changes to processes, governance and ways of working.
- Identify and manage operational risks associated with organisational change and capability integration.

Implementation Support

- Coordinate the implementation of agreed operating model changes across relevant teams and functions.
- Support the development and documentation of new processes, workflows and governance structures.
- Work with business leads to ensure initiatives are implemented in a practical and operationally sustainable way.

Change Management

- Support the delivery of change management activities to enable successful adoption of new processes and ways of working.
- Coordinate stakeholder communications, engagement activities and change readiness planning.
- Partner with business leaders to ensure initiatives are effectively embedded into day-to-day operations.

Stakeholder Engagement

- Build strong working relationships with stakeholders across portfolios and colleges.
- Facilitate cross-functional collaboration across marketing, recruitment, digital and experience teams.
- Coordinate working groups, program forums and governance meetings to support program delivery.

Governance and Reporting

- Establish and maintain program governance structures including steering groups and working groups.
- Develop and maintain key program documentation including project plans, risk registers, issue logs and reporting artefacts.
- Provide regular reporting and updates to senior stakeholders and executive forums on program progress, risks and outcomes.

Continuous Improvement

- Identify opportunities to improve processes and coordination across Go To Market functions.
- Capture insights and lessons learned throughout the program to inform future initiatives.

Key Selection Criteria

Essential:

- Demonstrated experience managing complex programs or projects.
- Strong project and program management capability including planning, governance, risk management and reporting.
- Experience coordinating cross-functional initiatives involving multiple stakeholders and workstreams.
- Strong stakeholder engagement skills with the ability to build effective working relationships across teams, portfolios and senior leadership groups.
- Highly developed organisational, analytical and problem-solving skills, with the ability to manage competing priorities and support informed decision-making.
- Excellent communication skills, including experience preparing briefing materials, reports and presentations for senior stakeholders.

Desirable:

- Understanding of Go To Market functions such as marketing, recruitment, digital experience, lead management or customer lifecycle activity, and the ability to work effectively across these domains.
- Experience working in agile or iterative delivery environments, including the use of project or workflow management platforms (e.g. Monday.com).

Qualifications

A tertiary qualification in business, project management, organisational change, marketing or a related discipline is desirable. Equivalent experience in program or project management roles will also be considered.

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.