



Position Description – Segment Manager

Position Details

Position Title: Segment Manager

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: Continuing

Reporting Line: Associate Director Audiences, Campaigns & 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

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 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 Segment Manager is responsible for leading the development and execution of segment-led marketing strategies and integrated campaigns that drive student acquisition and growth.

This role owns segment performance and campaign delivery, translating audience insight into actionable marketing strategies and overseeing execution across channels, media and lifecycle stages. The role leads a matrixed team of marketing and social coordinators and works cross-functionally with media, digital, recruitment and creative teams to deliver high-impact, data-informed marketing outcomes.

The role incorporates a strong focus on marketing technology, data and performance, ensuring campaigns are optimised, measurable and continuously improved.

Key Accountabilities

Segment Strategy & Planning

- Lead the development and evolution of segment strategies aligned to the RMIT master segment and marketing strategy
- Oversee identification and prioritisation of segment opportunities based on market intelligence, data and performance insights
- Ensure segment strategies align to the student lifecycle and drive consideration, preference and acquisition

Campaign Strategy & Delivery

- Lead the design and execution of integrated, multi-channel marketing campaigns aligned to segment priorities
- Translate segment strategy into actionable campaign plans across paid, owned and earned channels
- Ensure campaigns are delivered effectively across digital, media and recruitment touchpoints

Data, Insights & Performance

- Leverage market research, audience data and campaign performance insights to inform strategy and optimisation
- Establish clear performance metrics and ensure campaigns are measured, analysed and continuously improved
- Translate data and insights into actionable recommendations to improve marketing effectiveness and ROI

Media & Channel Integration

- Work closely with media and digital teams to ensure effective channel strategy, targeting and investment alignment
- Oversee channel performance and optimisation across search, social, programmatic and other key channels
- Ensure integrated planning across media, content and campaign execution

Marketing Technology & Capability

- Work with digital, media and marketing teams to ensure effective use of marketing technology, data platforms and campaign tools
- Support the application of tracking, segmentation and personalisation approaches across campaigns
- Build team capability in data-led marketing, test-and-learn approaches and performance optimisation

Stakeholder & Cross-Functional Leadership

- Partner with Business Partners, Recruitment, Brand, Creative and Digital teams to deliver aligned marketing outcomes
- Engage and influence senior stakeholders across Colleges and portfolios
- Ensure alignment between segment priorities, product strategy and campaign execution

Team Development

- Set clear objectives, manage performance and build capability across the segment team
- Foster a high-performing, collaborative and insight-driven team culture

Commercial & Planning Accountability

- Contribute to forecasting, planning and performance tracking across segments
- Ensure marketing investment is aligned to priorities and delivers measurable outcomes
- Support budget management and optimisation decisions

Key Selection Criteria

Essential:

- 10+ years proven experience leading segment-based or audience-led marketing strategies in a complex organisation
- Demonstrated success delivering integrated marketing campaigns that drive measurable outcomes (e.g. acquisition, conversion, engagement)
- Strong ability to interpret market research, customer data and performance insights to inform strategy
- Experience working across digital, media and campaign delivery environments
- Strong stakeholder management skills, with ability to influence and collaborate across functions
- Demonstrated leadership capability, including managing and developing teams
- Extensive experience using marketing technology platforms to delivery data-driven campaigns (e.g. marketing automation, CDP, analysis tools)
- Understanding of customer lifecycle marketing and personalisation approaches
- Commercial acumen with experience managing performance, ROI and marketing effectiveness

Desirable:

- Experience in higher education or similarly complex, multi-segment environments
- Experience working with media agencies and digital partners
- Experience operating in a test-and-learn, optimisation-driven environment

Qualifications

Postgraduate qualifications in Marketing, Business or a related field and/or extensive relevant experience.

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.