

POSITION DESCRIPTION

Position Details

Position Title:	Senior Communications and Marketing Business Partner
Reporting To:	Associate Director, Communications
Unit / Group:	Communications and Marketing
Direct Reports:	No
Employment Type:	Ongoing Time Fraction: 1:00
Salary Classification:	Corporate Services, Level F1
Fixed Term Reason	N/A
Date:	May 2026
Location:	City Campus

Position Summary

The Senior Communications and Marketing Business Partner works closely with the Associate Director, Communications and Marketing, the CEO Office and the Leadership Team to develop and implement communications and marketing strategies that bring to life the vision for RMIT University Pathways (RMIT UP). This role is accountable for providing advice and execution to promote and uplift the growth of RMIT UP. Working alongside the Digital Marketing Specialist – Content and the Digital Marketing Specialist – Design, the role will maximise opportunities to grow RMIT UP's standing as an industry leader, creating transformative student experiences.

This role is responsible for leading the development and implementation of communications and engagement strategies to support the business's objectives, successfully telling the RMIT UP narrative internally and externally with compelling demonstration points and stories. This role will be hands-on, creating content, supporting internal and external events, leading projects and marketing campaigns, working with agencies and suppliers, and preparing and disseminating staff, student and external communications to drive engagement and connection. The role will work closely with the International Student Recruitment and Business, Student Experience and Wellbeing, Student Services, IT, HR and other teams to assist with events, projects and campaigns.

The role will lead and develop cross-functional relationships across RMIT UP to directly service, execute and help solve business problems using effective communications. Excellent stakeholder engagement skills, writing, editing and attention to detail will be required to gather and synthesize information and work with and support stakeholders at all levels of the organisation.

The role will connect seamlessly across the wider RMIT group to stay abreast of enterprise-wide messages and connections, and to ensure RMIT UP has its share of voice in the University Communications team's owned channels. Connections with students and alumni will also contribute to the mix of compelling campaigns and content.

Position Responsibilities and Accountabilities

- Develop and implement communications, including the development, delivery and curation of high-quality communications strategies and content to support the strategic initiatives and aspirations of RMIT UP internally and externally
- Partner with and support the Leadership Team and wider RMIT UP teams on projects, events, campaigns and marketing materials
- Develop integrated communication and marketing plans that include a strong and aligned narrative to support the business's strategic priorities, seeking strategic support from the Associate Director, Communications and Marketing
- Develop and maintain productive, professional cross-functional relationships with subject matter experts, leaders, teaching staff, students, agents, industry experts, networks and media and with the wider University Communications team to deliver against RMIT UP's strategic objectives
- Represent RMIT UP and our strategic goals with RMIT University and other external partners and networks
- Execute communications campaigns required to support RMIT UP across internal and external communications audiences including email newsletters, press releases, and content and communications for social media, external marketing and events
- Ensure all communications are of high quality and strategic value, aligned with the organisational objectives of the Communications and Marketing team and are outcome-oriented, exceptional in attention to detail and delivered with the best channel mix
- Continually review communication channels for effectiveness
- Support the establishment and maintenance of networks to help ensure consistency and quality of communications across the organisation
- Provide support for RMIT UP events including design, marketing, communications, content creation and planning

Organisational Responsibilities and Accountabilities

- Act at all times in accordance with the RMIT Code of Conduct
- Work in accordance with RMIT University Pathways' policies and procedures including following safe work practices for self and others
- Proactively work towards achieving individual and team goals, whilst demonstrating RMIT's values and behaviours
- Actively engage in professional development opportunities
- Undertake any reasonable tasks as directed
- 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>.
- Appointment to the role is subject to successful passing of the Working with Children Check (WWCC employee type), Working rights Check and National Police Check (NPC)

Qualifications, Knowledge, Skills & Attributes

Essential

- A minimum of 4+ years' experience in a similar Communications or Marketing role
- Exceptional planning, organisation and communication skills

- An excellent eye for detail and professional presentation for all communications materials produced
- Strong written English skills including writing for different purposes/audiences and editing content
- Strong project management skills
- Demonstrated proactive, creative and innovative approach
- Ability to work well with and uplift and support staff across all levels in the organisation
- Strong interpersonal, written and spoken communication and customer service skills
- The ability to work autonomously with little direction, show high initiative and prioritise work tasks
- Highly efficient and effective administrative and time management skills
- The ability to form and maintain a network of contacts within and external to the company
- Tertiary qualification in Communications, Marketing, PR, Advertising or relevant field
- Proficiency in MS Office and various social media/communication channels
- Experience with Marketo or a similar email marketing platform
- Current Working with Children Check (or willing to obtain one)
- Experience in event management including stakeholder management and planning

Desirable

- Previous experience in the education industry
- Broad knowledge of organisational or sector products/services
- Experience working with clients or students from diverse cultural backgrounds
- Good working knowledge of communications and marketing functions in a complex organisation including brand management, market research, campaigns and promotions, copywriting and editing and data and analytics for reporting
- Experience in a corporate events role

Working at RMIT University Pathways (RMIT UP)

RMIT UP is owned by RMIT University, and provides a range of education solutions to students, academics and professionals in Australia and overseas.

Our mission is to provide transformative, supportive learning experiences and pathways which open global possibilities to our community of learners. We achieve this through our RMIT values of inclusion, imagination, integrity, courage, passion and impact.

RMIT UP education professionals place the student and customer experience at the forefront of everything we do.

Our key programs and services include Foundation Studies, ELICOS English for Academic Purposes (EAP) and language testing. RMIT UP also houses Informit, a leading research database with a strong focus on specialist Australasian content.

RMIT UP is situated in a state-of-the-art facility within the main RMIT University city campus in Melbourne's CBD. Co-located with Scape Australia, the largest provider of student accommodation in Australia, our building provides a unique offering to international students, housing world-class learning and accommodation in one secure location.

Acceptance of Position Description

This position description is current at date of approval. It may change from time to time to reflect operational needs and changes to organisational reporting relationships.

I have read, understood, and accept the responsibilities and accountabilities as outlined in this position description.

Incumbent signature: _____

Incumbent name: _____

Date: _____