



## Position Description – Senior Manager, Marketing & Engagement

### Position Details

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<b>Position Title:</b>	Senior Manager, Marketing & Engagement
<b>College/Portfolio:</b>	International and Engagement
<b>School/Group:</b>	RMIT Europe
<b>Campus Location:</b>	Primarily based at RMIT Europe, and the potential to work across other RMIT campuses as required.
<b>Classification:</b>	HEW 8
<b>Time Fraction:</b>	1.0 FTE
<b>Employment Type:</b>	Continuing
<b>Reporting Line:</b>	Executive Director, RMIT Europe
<b>No. of Direct reports:</b>	2 to 5

### RMIT University

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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?

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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.

## RMIT Europe

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RMIT Europe is the University's European Innovation Hub located in Barcelona, Spain, serving as the gateway for European research, industry, government and enterprise to innovation and talent in Australia and Asia.

Led by RMIT Europe's Executive Director on behalf of the RMIT Europe Board, our objectives include:

- Make an impact in the region through research and innovation and lifelong learning.
- Increase research capacity and capability for RMIT in Europe, with a focus on high impact European partnerships leveraging funding from the European Commission and other national and international sources.
- Develop collaborative opportunities for education with European partners.
- Facilitate international experiences for RMIT staff and students with European partners and grow opportunities for global work integrated learning for RMIT students.
- Leverage and grow industry partnerships to support the quality and relevance of our education and to ensure the impact of our research.
- Strengthen RMIT's reputation and profile in Europe and globally.

## Position Summary

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The Senior Manager, Marketing & Engagement leads a small, high-performing team to operationalise RMIT Europe's strategic plan through external marketing and engagement campaigns as well as building and maintaining key institutional, internal and external stakeholder relationships. As a member of the RMIT Europe Leadership Team, you are responsible for corporate communication, reputation and risk

management; media relations; external events and outreach; positioning and brand; and marketing and acquisition, serving as a trusted partner and key collaborator with internal stakeholders across RMIT Europe, and RMIT in Australia and Vietnam. You lead by example with a focus on service excellence and alignment with RMIT's brand and strategic direction. You foster a supportive and inclusive culture, where people are valued, recognised and empowered to make a meaningful impact.

### Key Accountabilities

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- Lead the development and implementation of strategic external marketing and engagement campaigns ranging from thought leadership and profile-raising initiatives, advancement campaigns, through to lead generation and learner acquisition, aligned with RMIT Europe objectives and using market intelligence and insights.
- Build and nurture strong institutional relationships with a portfolio of key external stakeholders such as alumni, corporate partners and government agencies.
- Serve as the lead business partner to RMIT Europe's leadership team; cluster leads; and functional leads, fostering collaborative relationships, providing expert advice and delivering solutions.
- Build and maintain strong relationships with key internal stakeholders within the broader RMIT community including the communication, marketing alumni and philanthropy teams, leveraging opportunities to engage and ensuring alignment and efficiencies with systems and processes.
- Lead a high-impact, fast-paced, agile team to deliver excellent customer service and marketing and engagement impact.
- Other tasks as directed by the Executive Director.

### Key Selection Criteria

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#### Essential:

1. Significant leadership skills, including the capacity to initiate, lead and manage in a challenging and dynamic environment and to provide strategic advice and support
2. Demonstrated experience with managing, leading and developing a high-performing communications, marketing, media and engagement team in an international context
3. Demonstrated expertise in strategic engagement both externally and within large scale complex organisations
4. Experience in development and delivery of different types of events
5. High-level interpersonal and communication skills, with the ability to lead, direct and influence others, including a proven capacity to build and maintain effective and productive relationships with various internal and external groups
6. Proficient in English

#### Preferred:

- Second European language, ideally Spanish or French
- Experience in Australia HE sector

### Qualifications

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A relevant postgraduate tertiary qualification and extensive relevant experience

### 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.