



Position Description – Social Media Coordinator – Domestic Audience

Position Details

Position Title: Social Media Coordinator - Domestic Audience

College/Portfolio: International & Engagement

School/Group: Global Marketing

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

Classification: HEW 6

Time Fraction: 1.0 FTE

Employment Type: Continuing

Fixed Term Reason: N/A

Reporting Line: Social Media Manager

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.

International and Engagement Portfolio

The International and Engagement portfolio is responsible for RMIT's international strategy and agenda, including international development and partnerships and oversight of our international operations including RMIT Vietnam and RMIT Europe. It also incorporates the university's key engagement functions including communications, experience (global marketing, global student recruitment, alumni), and business development and partnerships. The Experience function's vision is to bring to life RMIT's strategy by putting the student and all of RMIT's audiences at the heart of everything that we do and delivering a CX vision and insights to help guide the University deliver on our promise. The function is responsible for Global Marketing and our Brand, Digital and CX, Student Recruitment and Admissions, Market Intelligence and Propositions (product and pricing strategy), Alumni and Engagement. The 300+ Experience team who are based across Australia, Vietnam, India and several other hubs, strive to deliver amazing experiences for all of our audiences through contemporary ways of working.

Position Summary

The Social Media Coordinator, Domestic reports directly to the Social Media Manager and is responsible for implementing and delivering a social media marketing plan to support Domestic market engagement and activation. The position collaborates with various internal and external stakeholders to assist in the development of social media marketing initiatives, content and campaigns to engage and foster connections with the Domestic market audiences.

Key Accountabilities

- Contribute to developing and executing a social media marketing strategy for both organic and paid media with a focus on Domestic audience engagement. This includes working with the internal communications team on the media and publishing calendar, content planning, reporting and overseeing social customer service.
- Effectively engage with cross-functional teams to drive successful strategy development and execution.
- Develop initiatives that enable high quality, responsive and effective customer conversion and service to Domestic audiences via social media marketing.
- Identify opportunities and facilitate integration of social content into campaigns and marketing collateral (print and web) as per target markets and relevant cohorts to maximize attraction of Domestic audiences.
- Develop ideas and produce high quality static and video content that is tailored to the unique requirements and audience behaviours of each social media platform, ensuring alignment with the specific objectives and messaging of each campaign.
- Ability to film and edit where necessary, whilst also writing detailed briefs for the video production team for more polished content when required.
- Communicate strategies and ROI results to senior management on a consistent basis.
- Work closely with Brand and Segment and Campaign Managers to support key acquisition activity and brand activity ensuring consistency of messaging.
- Establish close relationships with key stakeholder, to increase University responses to opportunities in targeted markets.

Key Selection Criteria

Essential:

1. Demonstrated social media marketing experience required, plus additional marketing experience in the education or tertiary education sector. This should include experience in student marketing or recruitment and a proven track record in digital and social media marketing.
2. Solid understanding of developing and optimising marketing campaigns (online and offline), communications, strategy formulation and implementation.
3. Demonstrate a comprehensive understanding of all major social media platforms and proactively provide best practice recommendations to optimise content performance, engagement, and brand presence across each channel.
4. Excellent interpersonal skills, including: ability to convey information; negotiate with a variety of people to achieve outcomes; highly developed presentation skills; managing people in project or task teams; and ability to maintain productive relationships with international contacts.
5. Demonstrated ability to lead and manage staff, including highly developed planning and work organisation skills, and demonstrated ability to manage performance, work targets, critical deadlines and work outputs.

Qualifications

A degree in a relevant field and social media marketing 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.