



Position Description – Student Engagement and Communications, Senior Officer

Position Details

Position Title:	Student Engagement and Communications, Senior Officer
College/Portfolio:	Business and Law
School/Group:	Students & Operations
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:	Senior Coordinator, Student Experience and Events
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.

College of Business and Law

RMIT's College of Business and Law takes an industry and student-centred approach to its courses and programs, ensuring graduates are work ready and able to tackle business challenges, balance stakeholder needs, act as socially responsible global citizens and create fair and positive futures for all.

The College delivers impactful research informed by industry, which supports its strong position as a College at the intersection of business and technology with social impact. Its important work is underpinned by the principles of quality, collaboration, big ideas and putting people first.

As one of the largest Business Schools in the Asia Pacific region, the College is comprised of five schools – four in Melbourne and one in Vietnam – and delivers a broad range of programs in Business and Law, ranging from Degree to PHD levels.

The College's Business and Law programs are delivered in Melbourne as well as through RMIT Online, with its Business programs also available in Vietnam and through partner institutions in Singapore and Shanghai. The College employs over 1000 staff and delivers programs to over 26,000 students.

The College's central operations are located at RMIT University's City Campus in Melbourne and reside in the Swanston Academic and Emily McPherson buildings.

For further details about the College, please visit: <https://www.rmit.edu.au/about/schools-colleges/college-of-business-and-law>.

Position Summary

The Student Engagement and Communications Senior Officer is responsible for leading the development and delivery of strategic student communications for the College. The role coordinates and produces high quality, engaging communications that promote student events, opportunities, and key administrative messaging, working closely with College, School, and University stakeholders to ensure effective distribution.

The position has a strong focus on content creation, visual design, and digital communications, including reviewing, updating, and maintaining College website content and program information to ensure accuracy, clarity, accessibility, and alignment with RMIT branding guidelines. The role develops written and visual content and designs publications for current and prospective students.

The position supports the delivery of student engagement activities and major events such as Orientation, Open Day, and discipline specific initiatives, with a strong focus on delivering high-quality customer service. The role also supports approved College and School student engagement projects that enhance the student experience.

Working with diverse student cohorts, the role builds and maintains strong, collaborative relationships with internal and external stakeholders and works closely with, and provides support to, the Senior Coordinator and Student Experience Coordinators.

Key Accountabilities

- Take primary responsibility for the development, contribution and execution of a strategic student communications plan.
- Develop communications to students within the College promoting various events and opportunities, as well as working with various stakeholders to facilitate distribution of important student administration messaging.
- Undertake analysis and regular reporting on communications and events to inform decision making and review of practice in the college.
- Review, update, and refine existing website copy, including program information, to ensure the College's offerings are clearly communicated and up to date.
- Develop content and design a range of publications aimed at current and future students.
- Design, build, and manage event registration tools in CVENT, including event configuration, registration workflows, and participant communications for College events.
- Assist with the delivery of student engagement activities for the College, including major events such as Open Day, Orientation and other discipline specific events, with a focus on delivering excellent customer service to students and stakeholders.
- Support approved College and School student engagement projects and activities designed to enrich student experience and broaden student engagement.
- Build and maintain effective working relationships with key RMIT and external stakeholders to ensure the effective development of unit activities, participating in key college and University forums as required.
- Participate as an effective and flexible member of the team and contribute to a culture of collaboration and continuous improvement through assisting with streamlining processes, communication lines and support services, and participating in key RMIT forums as required.
- Develop and build knowledge of University policy and procedures and College procedures and guidelines to ensure the provision of accurate, compliant and consistent application of these to tasks.
- Undertake or participate in projects or other tasks related to the work of the college as required.
- Other duties as directed within the scope of this classification.
- This position requires flexibility in work hours, subject to the conditions outlined in the current enterprise agreement.

Key Selection Criteria

1. High level communication skills with demonstrated experience with communication within a large and diverse organisation.
2. Proficiency in using design tools such as Canva and Adobe Creative Suite, or equivalent platforms, with the ability to create on-brand graphics, presentations, and marketing materials to support campaigns and events.

3. Demonstrated experience in delivering high quality customer service through understanding the needs of stakeholders.
4. Demonstrated experience working and communicating with a range of stakeholders from different cultural backgrounds, young people or other communities in an engagement role with a demonstrated ability to understand and respond to the audience.
5. Well-developed interpersonal and problem-solving skills, with the ability to take the initiative in identifying and pursuing opportunities to improve existing practices and services.
6. Excellent skills in information and communication technologies including; Microsoft Office, University software packages, web and email software and database use and management.
7. Proven ability to work independently, use initiative and prioritise tasks and meet deadlines in a demanding environment with excellent attention to detail and a commitment to quality assurance and continuous improvement.
8. Ability to analyse and synthesise data to provide reports and high-level advice.

Qualifications

Relevant tertiary qualifications and/or proven experience in a similar role.

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.