



Position Description – Campaign and Engagement Coordinator, Alumni

Position Details

Position Title: Campaign and Engagement Coordinator, Alumni

College/Portfolio: Operations

School/Group: Global Marketing

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

Classification: HEW 6

Time Fraction: 1.0

Employment Type: Continuing

Reporting Line: Campaign Manager, Global Marketing

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.

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 and University Lifecycle Technology. 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 Campaign and Engagement Coordinator is a member of the Global Marketing, Experience team and is responsible for managing multi-channel content and campaigns, as well as being a key liaison point for key stakeholders within the Alumni Squad.

The Campaign Coordinator will provide advice, guidance and support to the Alumni Squad, and use their skills and knowledge of the audience to ensure objectives, timelines and milestones are met and delivered in the most efficient and effective way.

This role will manage key campaigns annually, working closely with the content and social team on new ideas and effective ways to engage the Alumni audience.

This role will often be called on to support additional activities within the Alumni Squad, taking advice and directions from the Campaign Manager and Alumni Segment Manager when and where required.

Key Accountabilities

- Managing annual multi-channel campaigns specific to the Alumni audience
- Aid RMIT's global alumni chapters i.e. creating digital tiles, copywriting, eDM deployment, website updates, member acquisition campaigns
- Coordinate alumni eDM ensuring content plans are segment-specific and personalised
- Coordinate the annual marketing plan for the RMIT Alumni Business Directory and other Alumni benefits and associated administrative requirements
- Collaboration with the Philanthropy team focusing on the journey of new alumni through to becoming a financial supporter.
- Content ideation, talent sourcing and briefing in collaboration with the content and digital teams.
- Monitoring and triaging incoming requests from other departments and coordinating marketing requests from various stakeholders across the business including providing reports, insights and recommendations for future comms
- Monthly performance reporting highlighting the effectiveness of our activities and campaigns and optimising future campaigns based on findings.
- Supporting alumni events via marketing campaigns; event attendance outside of work hours will also be required from time to time (time in lieu will be provided)
- Other duties as directed by the Campaign Manager within the scope of this classification

Key Selection Criteria

- Demonstrated understanding of marketing principles and practice.
- Demonstrated strong understanding of marketing via digital and social channels.
- Proactiveness and desire to bring new ideas for alumni engagement to day-to-day tasks.
- Loyalty marketing background would be advantageous.
- Demonstrated high level of interpersonal, oral and written communication skills including a proven ability to prepare copy for advertising, publications and the web.
- Demonstrated ability to manage multiple projects and tight deadlines under broad direction, negotiating extensions as applicable.
- Highly developed IT skills, including proficiency in Microsoft Office, Excel & Power Point packages, and ideally experience in Adobe campaign management.
- An understanding of the marketing and advertising imperatives of a large university or complex business.
- Proven ability to work independently and as part of a team

Qualifications

A tertiary qualification in Advertising, Marketing or a related field is required.

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.