

## Position Description – Events and Initiatives Coordinator

### Position Details

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**Position Title:** Events and Initiatives Coordinator

**College/Portfolio:** Engagement **School/Group:** Student Recruitment (Australia)

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

**Classification:** HEW 7 **Time Fraction:** 1.0

**Employment Type:** Continuing

**Reporting Line:** Senior Manager, Student Recruitment Events and Initiatives

**No. of Direct reports:** 0

### 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.



Learn more about our values: [www.rmit.edu.au/about/our-strategy/values](http://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: [www.rmit.edu.au/about/our-locations-and-facilities/facilities/safety-security/child-safety](http://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.

## College/Portfolio/Group

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The Engagement Portfolio incorporates RMIT's key engagement functions comprising Experience (global marketing, global student recruitment and alumni), Communications and Partnerships (philanthropy, culture, CRM and data services).

The Experience function within the Engagement Portfolio is responsible for Global Marketing, Student Recruitment and Admissions, Market Intelligence and Propositions, Alumni and Digital. The function strives to provide the best possible experience for prospective students. They are the custodians of our brand, they engage our audiences from prospect through to student, alumni and beyond, and they drive our externally facing digital channels, while ensuring that our proposition meets the needs of our audiences and achieves the University objectives.

## **Position Summary**

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As part of the Student Recruitment (Australia) team, the Events and Initiatives Coordinator leads priority recruitment events and initiatives to drive applications and enrolments across vocational, undergraduate and postgraduate programs.

Reporting to the Senior Manager, Student Recruitment Events and Initiatives, the role is responsible for managing a portfolio of recruitment-focused programs, providing both strategic input and hands-on delivery to ensure initiatives are effective, sustainable and aligned with University priorities.

The position works closely with teams within the Engagement portfolio, Colleges and external partners to design and deliver high-impact recruitment activities informed by audience insights and market conditions. It plays a key role in refining existing initiatives, identifying opportunities for improvement, and contributing operational expertise in the development of future recruitment programs.

## **Key Accountabilities**

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1. Lead the planning, delivery and evaluation of student recruitment events, ensuring activities are delivered on time, within scope and budget, and aligned to recruitment targets.
2. Design, implement and assess recruitment strategies aligned with University priorities to increase awareness, consideration and applications among domestic vocational education, undergraduate and postgraduate audiences.
3. Build and maintain strong, collaborative relationships with University stakeholders, Colleges and external partners to co-design and deliver effective recruitment initiatives in a competitive market.
4. Apply audience and influencer insights to inform the development, execution and refinement of all activities, ensuring relevance, accessibility and impact.
5. Develop comprehensive project documentation, including briefs, timelines, budgets and risk management plans, and manage projects end to end to ensure quality outcomes.
6. Monitor performance throughout the lifecycle of initiatives and events, delivering timely reporting and post-activity evaluation to assess effectiveness, return on investment and opportunities for improvement.
7. Continuously review and improve programs of work to ensure sustainability, scalability and alignment with recruitment objectives, resourcing and funding parameters.
8. Contribute positively to team initiatives and a collaborative team culture, supporting shared goals, continuous improvement and cross-functional ways of working.

## **Key Selection Criteria**

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### **Essential:**

1. Demonstrated experience leading all aspects of event management, from planning and stakeholder engagement through to delivery, evaluation and reporting.
2. Proven ability to develop and implement strategies aligned to organisational priorities, using data, insights and professional judgement to inform decision-making.
3. Demonstrated capacity to work with a high level of autonomy, exercising initiative, strategic thinking and problem-solving skills in a complex, deadline-driven environment.
4. Excellent interpersonal, communication and negotiation skills, with demonstrated experience building and managing effective relationships with diverse internal and external stakeholders with competing priorities.
5. Proven experience managing project budgets, timelines and resources, ensuring accountability and value for money.
6. Demonstrated ability to work in agile, cross-functional environments, effectively coordinating programs of work across multiple teams and disciplines.
7. High level of digital capability and systems literacy, with the ability to leverage platforms such as CRM systems, project management tools (e.g. Monday.com), eDM platforms and databases to improve efficiency and outcomes.

**Desirable:**

- Knowledge of, and experience in student recruitment and/or student engagement in the higher education and/or vocational education sector in Australia.

**Qualifications**

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Tertiary qualifications in an appropriate field (e.g. event management or marketing) and/or equivalent 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.