



Position Description – Senior Communications Manager

Position Details

Position Title: Senior Communications Manager

College/Portfolio: Engagement Portfolio **School/Group:** University Communications

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

Classification: HEW 9

Time Fraction: 1.0

Employment Type: 12-months Fixed Term

Fixed Term Reason: Replacement Employee

Reporting Line: Director, Communications

No. of Direct reports: none

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.

Engagement Portfolio

The Engagement portfolio is responsible for the University's key engagement functions including communications, experience (global marketing, global student recruitment, alumni), and business development and partnerships.

University Communications includes External Affairs & Media, Channels & Campaigns, Student Experience, Colleges & Research and Innovation, Group Business Services, and Global & Strategy.

Position Summary

The Senior Communications Manager is a critical role that is accountable for providing strategic communications advice and execution to help achieve business objectives, build student and staff engagement, and protect and enhance RMIT's brand and reputation.

As a key strategic advisor, this role works alongside the Director Communications to partner with and provide guidance and counsel to Education Portfolio leaders to shape and develop an integrated strategic communications plan that supports the strategic direction, goals and objectives of the area. The role will lead leading multi-audience campaigns, activities and projects.

Critical to this role is developing and maintaining outstanding cross-functional relationships across the University as well as the wider Communications team to increase collaboration and more deeply embed effective communications.

Key Accountabilities

- Lead the development and implementation of internal and external communications strategies for key enterprise priorities and complex, multi-audience projects.
- Shape and drive clear, compelling narratives for student, staff and external audiences to strengthen engagement and protect brand reputation.
- Build and maintain strong, productive relationships with Education Portfolio leaders and influence decision-making through trusted, strategic communications advice aligned to the University's agenda.
- Act as the 'front door' to the University Communications function, working collaboratively with and engaging specialist expertise to deliver best-practice, integrated campaigns that support stakeholder and enterprise priorities.
- Mentor and give direction and guidance to junior members of the team as required.
- Role model RMIT values and be an active member of the University Communications team.

Key Selection Criteria

- Demonstrated experience building strong relationships with and providing strategic advice to senior stakeholders with the ability to influence, challenge and guide decision-making aligned to organisational priorities.
- Proven ability to develop and lead complex, multi-audience enterprise-level communications strategies that drive behavioural and cultural change and strengthen organisational reputation.
- Extensive experience leading and delivering significant communications projects and initiatives in complex, fast-paced and issues-rich environments, working within or alongside project teams and subject matter experts.
- Experience in planning and delivering events as part of broader communications or engagement activities highly desirable.
- Excellent interpersonal, communication and problem-solving skills, a flexible working style and a demonstrated ability to navigate ambiguity and evolving environments.

Qualifications

A degree in Communications with subsequent extensive relevant experience; or an equivalent combination of relevant experience and/or education/training.

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.

Endorsed	Signature: _____ Name: _____ Title: _____ Date: _____	Approved	Signature: _____ Name: _____ Title: _____ Date: ____/____/____
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