

RMIT Vietnam
Partnerships and Business Development Manager

Position Details

Position Title:	Partnerships and Business Development Manager
Division/ Centre:	School of English & University Pathway
Department:	School of English & University Pathway
Campus Location:	Saigon South or Hanoi Campus
Job Grade/ Classification:	PS8
Time Fraction:	1.0 FTE

RMIT University

RMIT is a leading multi-sector university of technology, design and enterprise with more than 90,000 students and 10,000 staff globally. We offer postgraduate, undergraduate, vocational education and online programs to provide students with a variety of work-relevant pathways.

The University's mission is to help shape the world through research, innovation and engagement, and to create transformative experiences for students to prepare them for life and work.

Our three main campuses in Melbourne are located in the heart of the City, Brunswick and Bundoora. Other locations include Point Cook, Hamilton and Bendigo. In Vietnam RMIT has two campuses (Ho Chi Minh City and Hanoi) and an English language centre (Da Nang). RMIT also has a European hub in Barcelona, Spain, as a gateway for European research, industry, and government partnerships. Programs are offered through transnational partners in Singapore, Hong Kong, Sri Lanka, India and mainland China, with research and industry partnerships on every continent.

RMIT Standings in university rankings

RMIT is ranked 119th in the 2027 QS World University Rankings, consolidating its reputation as a global leader in education and research. The University is also now ranked 10th in Australia.

The University is ranked 3rd globally for its work to reduce inequalities (SDG 10), 8th in supporting decent work and economic growth (SDG 8), and overall 63rd worldwide in the 2026 Times Higher Education Sustainability Impact Ratings.

RMIT has eight subject areas ranked among the world's top 100 in the latest QS World University Rankings by Subject. Three subjects are ranked in the global top 50, with Architecture & Built Environment maintaining its strong global position at 15th while rising to 1st in Australia. Library & Information Management also improved to 1st in

Australia and is ranked 29th globally. Art & Design continues to be recognised among the world's leading disciplines, ranked equal 19th globally and 1st in Australia. Additional subjects ranked in the global top 100 and among the top 10 in Australia include Materials Science, Accounting & Finance, Communication & Media Studies, Data Science & Artificial Intelligence, and Civil & Structural Engineering.
www.rmit.edu.au/about

RMIT Vietnam

RMIT University Vietnam (RMIT Vietnam) is a campus of RMIT University and was established in the year 2000. As the leading international university in Vietnam with over 12,000 students, RMIT Vietnam has a high-quality, innovative teaching and learning culture, and a growing research and innovation capability. We provide internationally recognised high-quality education and research aligned to the needs of the Vietnam and ASEAN region. As an internationally recognised Australian university based in South-East Asia, RMIT Vietnam is assisting in the development of human resources capability in Vietnam and the region. Our teaching and research is highly engaged with industry across the region.
Degrees are awarded by RMIT University in Australia, allowing Vietnamese students to receive an overseas education without having to leave home. Given its international profile, RMIT Vietnam is also host to students from Australia and many other countries. All degree programs are recognised by the Vietnamese Ministry of Educationand Training (MOET) and are subject to regulation by the Australian Tertiary Education Quality and Standards Agency. The academic programs span from English Language training through to undergraduate, post-graduate and PhD programs. All teaching at RMIT Vietnam is in English and maintain the same standards as Australia.
https://www.rmit.edu.vn/about-us

Position Summary

The Partnerships and Business Development Manager is responsible for driving sustainable revenue growth by leading SEUP's business development, marketing and client engagement activities. The role is accountable for expanding SEUP's portfolio of educational programs, products and services, strengthening industry partnerships, increasing market awareness, and identifying new business opportunities that align with the School's strategic objectives and deliver measurable commercial and strategic value.

Working closely with SEUP leadership, academic teams and cross-university stakeholders, the role leads the development and execution of integrated business development and marketing strategies that support client acquisition, product promotion, brand positioning and long-term growth. The role oversees a multidisciplinary team responsible for business development, marketing, events and creative services, ensuring a coordinated approach to market engagement, lead generation, client acquisition, customer experience and revenue growth.

Through proactive engagement with industry, government and enterprise partners, the Partnerships and Business Development Manager builds strategic relationships, identifies emerging market opportunities and provides commercial insights that inform product development, market positioning and future business growth. The role provides commercial leadership across the SEUP portfolio, translating market intelligence and customer needs into actionable growth opportunities and working with academic and operational teams to develop sustainable, market-responsive solutions.

The role is also responsible for maintaining a robust business development pipeline, overseeing sales forecasting and performance reporting, and ensuring that business development and marketing activities are informed by data, market intelligence and clear commercial priorities.

Reporting Line

Reports to:	Director, School of English & University Pathways
Direct Reports:	5

Reporting lines may be adjusted in line with organisational changes.

Key Accountabilities

Business Development & Commercial Growth

- Develop and implement business development strategies that support SEUP's strategic priorities and revenue growth objectives.
- Identify, cultivate and convert new business opportunities across SEUP's portfolio of educational programs, products and services, including opportunities across corporate, government, institutional and other strategic segments.
- Achieve revenue, pipeline and business development targets through proactive client acquisition and account management, ensuring performance against agreed targets and KPIs.
- Conduct market research and competitor analysis to identify emerging opportunities and inform business development strategies, including monitoring market trends, customer needs, competitor positioning and emerging sectors.
- Use data analysis and CRM tools to identify high-value segments, optimise business development activities, and drive evidence-based strategic decisions.
- Develop and maintain a robust sales and business development pipeline, including opportunity qualification, prioritisation, forecasting and conversion tracking.
- Contribute to pricing, commercial modelling and business case development for new and existing products and services, in collaboration with relevant academic, finance and operational stakeholders.
- Provide regular reporting and commercial insights to the SEUP Director and the Executive on revenue performance, pipeline health, market opportunities, risks and recommended actions.

Marketing & Brand Leadership

- Lead SEUP's marketing function, ensuring marketing strategies, campaigns and promotional activities align with business development objectives and the School's strategic priorities.
- Oversee the planning and delivery of integrated marketing initiatives that strengthen brand awareness, generate qualified leads and support business growth, ensuring clear alingment between marketing activity, recruitment priorities and commercial outcomes.
- Ensure the effective development of marketing content, communications, events and promotional activities across appropriate channels, working closely with academic and program teams to ensure accurate and compelling representation of SEUP’s offerings.
- Monitor marketing performance and campaign effectiveness, using data and market insights to drive continuous improvement, optimise return on marketing investment, and inform future campaign planning.
- Lead the development and implementation of SEUP’s brand positioning and market presence across relevant domestic and international markets, in alignment with RMIT brand standards.

- Identify and pursue opportunities for external funding, grants and sponsorships to support the development and delivery of strategic projects and initiatives. Work collaboratively with academic and professional teams to develop funding proposals, build relationships with potential funding bodies and partners, and coordinate submissions and follow-up activities.

Client & Partnership Management

- Build, manage and strengthen strategic relationships with corporate clients, government agencies, industry partners and other key stakeholders.
- Lead end-to-end proposal development, needs analysis, solution design, pricing and contract negotiations to secure new business opportunities, working with relevant academic and operational stakeholders to ensure solutions are viable, deliverable, and commercially sustainable.
- Manage key client relationships to ensure high levels of satisfaction, service quality and opportunities for ongoing growth, including account development, renewals, repeat business and cross-selling opportunities where appropriate.
- Develop and implement key account management strategies for priority clients and partners, ensuring relationships are actively managed, and aligned with SEUP's strategic priorities.
- Identify and develop strategic partnerships that extend SEUP's market reach, strengthen its value proposition, and create opportunities for new products, services, and revenue streams.

Product Development & Performance

- Partner with academic and operational teams to develop and position market-responsive educational products and services, ensuring products respond to identified market needs, customer demand and strategic priorities.
- Provide market and customer insights to inform curriculum, product and service development, ensuring academic teams have a clear understanding of changing market and client needs.
- Monitor business performance, sales pipeline, forecasts and key performance indicators, providing regular insights and recommendations, including revenue, conversion, client acquisition, retention and campaign performance.
- Support the evaluation of product and service performance, identifying opportunities for enhancement, repositioning, expansion, or discontinuation based on market demand and commercial viability.
- Monitor and evaluate the effectiveness of business development and marketing processes, identifying opportunities to improve efficiency, conversion, customer experience, and commercial outcomes.
- Identify and mitigate risks relating to contracts, delivery, client expectations and business performance.

Leadership & Collaboration

- Lead, coach and develop a team responsible for business development, marketing, events and multimedia services, setting clear objectives, accountabilities and performance expectations across the multidisciplinary team.
- Foster a collaborative, customer-focused and high-performing team culture that supports innovation and continuous improvement.
- Build effective partnerships across SEUP and the broader University to ensure coordinated planning, resource allocation and successful delivery of business objectives, including close collaboration with schools' academic leadership, Finance, Student Marketing and Recruitment, International, Engagement and relevant functions.
- Build team capability in business development, sales, marketing, client relationship management and

commercial practices, ensuring the team has the skills and expertise required to support SEUP's growth ambitions.

- Contribute to annual planning, budgeting and resource allocation for business development, marketing and client engagement activities, ensuring resources are aligned with strategic and commercial priorities.
- Undertake other duties commensurate with the scope of the role

Key Selection Criteria

- Bachelor's degree in Business, Marketing, Education, or a related field.
- At least 3–5 years of experience in business development, sales, or account management, ideally within education, training services, or professional learning sectors.
- Demonstrated success in generating new business, managing client portfolios, and achieving revenue targets.
- Strong understanding of corporate training markets, adult learning, or English language education trends.
- Excellent relationship-building and stakeholder management skills, with the ability to influence and negotiate at senior levels.
- Strong commercial acumen, including pricing, budgeting, and contract considerations.
- Excellent communication, presentation, and interpersonal skills.
- High-level organisational skills with the ability to manage multiple leads, deadlines, and client priorities simultaneously.
- Ability to display appropriate behaviours in line with the position, RMIT Values and RMIT Leadership Model.
- Appointment to this position is subject to passing mandatory checks.

English Proficiency

English is the language of teaching and communication at RMIT Vietnam. For this role, the minimum requirement is IELTS (General) with a score of at least 6.5 (or equivalent, as outlined in the Recruitment, Selection and Onboarding Guidelines).

Organisational Accountabilities

RMIT Vietnam is committed to the health, safety and wellbeing of its staff members. RMIT Vietnam and its staff members must comply with a range of Vietnamese legal and regulatory requirements, including foreign investment & business, import & export, contracts & commerce, banking, finance & foreign exchange, labour, taxation, land & premises, environment, and immigration. RMIT Vietnam expects all staff members to comply with its Code of Conduct, policies and procedures, which relate to legal and regulatory requirements and our ways of working.

Work Permit

All foreign employees must adhere to the requirements for obtaining a valid visa and work permit in Vietnam. These requirements are mandated by the Government and may be over and above the mandatory requirements and key selection criteria. Work permit requirements are subject to change. RMIT Vietnam accepts zero tolerance to non-adherence of the immigration laws of Vietnam.

Background checks

RMIT Vietnam is committed to providing a healthy and safe working, research and learning environment that enhances wellbeing across our community. As part of this commitment, all new employees are required to undergo

background checks prior to commencing employment. Offers of employment are conditional upon the satisfactory completion of these checks. The specific requirements may vary depending on the nature of the role, as outlined in our Background Check Matrix.

Endorsed	**Approved**
Signature:	Signature:
Name: Tammy Van	Name: Hossein Davari
Title: HRBP	Title: Director, School of English & University Pathway
Date: Nov2026	**Date: Nov 2026**