



RMIT Vietnam

Brand Strategy Manager

Position Details

Position Title:	Brand Strategy Manager
Division/ Centre:	Engagement
Department:	Marketing
Campus Location:	Saigon South Campus
Job Grade/ Classification:	PSV08
Time Fraction:	Full time

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.

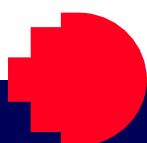
RMIT Standings in university rankings

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 5th globally for its work to reduce inequalities (SDG 10), 30th in supporting decent work and economic growth (SDG 8), and overall 56th worldwide in the 2025 Times Higher Education Impact Rankings.

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 Education and 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>

Department Summary

The Marketing & Brand Department builds and promotes the University’s brand leadership by engaging audiences across Vietnam and the SEA region. It leads brand, content, and campaign initiatives through strategic marketing, digital campaigns, events, and community engagement, while fostering connections with prospective students and parents to build a strong future student pipeline that supports student recruitment objectives.

Position Summary

The Brand Strategy Manager is responsible for leading strategic brand planning and brand development initiatives that strengthen RMIT Vietnam’s market positioning, brand equity and audience engagement. The role independently develops short-term and long-term brand strategies, communication directions and brand initiatives based on market understanding, audience insights and business objectives, while ensuring alignment with the overarching global brand framework.

Working closely with internal and external stakeholders, the position drives the strategic development of integrated brand campaigns and communication initiatives across the Vietnam market.

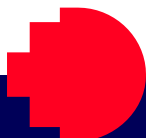
The role also acts as a key brand steward for RMIT Vietnam, ensuring consistent, high-quality and strategically aligned brand experiences across all audience touchpoints.

<u>Reporting Line</u>	<u>Reporting lines may be adjusted in line with organisational changes.</u>
Reports to:	Head of Marketing & Brand (RMIT Vietnam)
Indirectly reports to:	Assistant Director, Brand (RMIT Melbourne)

Key Accountabilities

Strategic Brand Planning & Development

- Lead the development of brand strategies aligned with business priorities, market opportunities and audience insights
- Independently develop strategic brand recommendations, communication directions and brand initiatives that strengthen RMIT Vietnam’s market leadership and long-term brand equity
- Identify market opportunities, audience trends and competitive insights to proactively shape brand initiatives and communication priorities



- Develop audience brand communication frameworks across different stakeholder groups within the university to ensure brand messaging is effectively embedded and deliver a consistent brand experience
- Develop consumer portraits to support effective brand planning and communication development

Brand Campaign Strategy & Leadership

- Lead local brand planning and development of integrated brand campaigns for the Vietnam market while ensuring alignment with the overarching global brand framework
- Translate local market insights, audience understanding and business objectives into compelling campaign strategies and communication concepts
- Develop clear strategic and creative briefs for agencies and internal teams and lead them to deliver high quality execution aligned with brand objectives
- Work with internal Marketing and Market Intelligence team to evaluate campaign effectiveness and brand performance to inform optimization and future planning

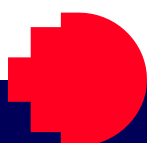
Brand Governance & Stakeholder Influence

- Govern the RMIT brand across Marketing-owned and broader University communication channels to ensure consistency and compliance with brand guideline & standards
- Provide strategic consultation and recommendations to stakeholders within the University for brand-related enquiries
- Influence stakeholders through strong strategic rationale, audience understanding and brand thinking to achieve aligned and effective brand execution
- Work closely with internal creative, digital and content teams to ensure integrated and consistent audience experiences across all touchpoints

Other duties commensurate with the scope of the role

Key Selection Criteria

- A bachelor's or master's degree in marketing, branding, communications, advertising or other relevant disciplines.
- Significant experience in strategic brand management, with demonstrated success in developing country-led brand strategies and integrated brand campaigns based on market analysis, audience insights and business objectives.
- Strong strategic thinking and conceptual development capability, with the ability to translate consumer understanding and market insights into compelling brand positioning and communication approaches
- Proven ability to lead and direct external agencies and internal teams through clear strategic direction, effective briefing and feedback to achieve high-quality execution outcomes.
- Strong stakeholder management and influencing skills, with the ability to effectively communicate strategic rationale and build alignment across senior stakeholders and cross-functional departments.
- Demonstrated ability to work independently, proactively and with a high level of ownership in driving strategic brand initiatives from planning through execution.
- Strong analytical capability, including the ability to interpret market data, audience insights and brand performance indicators to inform strategic recommendations and decision making.
- Appointment to this position is subject to passing a background check as outlined in the RMIT Vietnam Background Check Matrix.
- Ability to display appropriate behaviours in line with the position, RMIT Values and RMIT Leadership Model.



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

Signature: Nhi Nguyen
Name: Nguyen Thi Thuy Nhi
Title: Human Resource Business Partner
Date: July 2026

Approved

Signature:
Name: Jodie Altan
Title: Associate Pro Vice Chancellor - Engagement
Date: July 2026

