

The banner features a photograph of a modern RMIT building with a glass facade and a red brick section. Overlaid on the image are two text boxes: a red one with 'RMIT Vietnam' and a dark blue one with 'Market Intelligence & Data Analyst' in white text.

RMIT Vietnam

Market Intelligence & Data Analyst

Position Details

Position Title:	Market Intelligence & Data Analyst
Division/ Centre:	Engagement
Department:	Market Intelligence & Strategy
Campus Location:	Based at the SGS (Ho Chi Minh City) campus, but may be required to work and/or be based at other campuses of RMIT Vietnam.
Job Grade/ Classification:	PSV6
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.

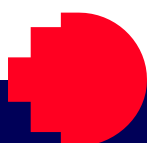
Our three main campuses in Melbourne are located in the heart of the City, Brunswick and Bundoora. Other locations include Point Cook, Hamilton and Bendigo. In Vietnam RMIT has two campuses (Ho Chi Minh City and Hanoi) and an English language centre (Da Nang). RMIT also has a European hub in Barcelona, 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.

<https://www.rmit.edu.vn/about-us>

Department Summary

The Market Intelligence & Strategy (MI&S) department is RMIT Vietnam’s central source of market intelligence, research evidence and customer insight. It exists to reduce institutional risk and inform decision-making across brand, products, pricing, competitors and customer experience, spanning the full student lifecycle in Vietnam and the wider region. Operating as a lean, core strategic enabler, MI&S delivers intelligence across five priority pillars – Competitors, Products, Customer Insights, Pricing and Brand Health – for stakeholders including the Executive Leadership Team, Schools, Student Recruitment, Marketing and Finance.

Position Summary

The Market Intelligence & Data Analyst is the quantitative analytics specialist of the Market Intelligence & Strategy department. The role is responsible for the department’s quantitative data analysis, statistical modelling and business-intelligence capability – turning large and complex datasets into rigorous, decision-ready insight on brand, products, pricing, competitors and market performance. It owns the design and delivery of advanced quantitative analyses, predictive and statistical models, and the dashboards, automation and data infrastructure that make insight available across the University. The role works closely with the Manager, Market Research, the Market Analyst & Research Project Lead and the Senior Qualitative Research Specialist, and engages internal stakeholders across Schools, Student Recruitment, Marketing and Finance as well as counterparts in Melbourne. It identifies risks, improves and streamlines quantitative research design and data processes, and is expected to advance the analytics maturity of the department. The position is mainly based in Ho Chi Minh City, but the scope of work covers both Vietnam and other regional markets following the University’s direction.

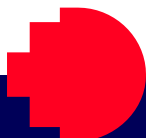
Reporting Line

- Reports to: Head of Market Intelligence & Strategy
- Indirectly reports to: Manager, Market Research
- Key relationships: Internal: Manager, Market Research; Market Analyst & Research Project Lead; Senior Qualitative Research Specialist; Schools, Student Recruitment, Marketing and Finance stakeholders; Melbourne counterparts. External: data, BI and analytics platform/tool providers.

Reporting lines may be adjusted in line with organisational changes.

Key Accountabilities

The role’s accountabilities are organised into four functional areas: (1) Quantitative analysis and statistical modelling; (2) Business intelligence, dashboards and automation; (3) Data strategy, management and governance; and (4) Insight delivery and continuous improvement.



1. Quantitative Analysis & Statistical Modelling

- Lead all quantitative data processing, interpretation, analysis and modelling for the department, applying advanced statistical and analytical techniques to datasets spanning Products, Pricing, Brand and Market Performance.
- Design and build statistical and predictive models – for example regression, segmentation and clustering, forecasting and trend analysis, significance and hypothesis testing, and survey/weighting analysis – to explain drivers and anticipate market movements.
- Guide the team on the selection of appropriate quantitative methods and techniques, set standards for analytical rigour, and ensure the validity, reliability and reproducibility of quantitative outputs.
- Develop and refine quantitative research designs (sampling, instrument and weighting design) in partnership with the research team to ensure data is collected in a statistically sound way.

2. Business Intelligence, Dashboards & Automation

- Create reports, visualisations and interactive dashboards using a range of database and BI technologies (e.g. Power BI) to make quantitative insight accessible to market research and stakeholder audiences.
- Develop and maintain the in-house market intelligence hub, producing regular and ad-hoc reports on brand, products, pricing, competitors, promotion and channels.
- Formulate and implement processes for automated insight and performance metrics to management using advanced BI tools, and build tools, tests and dashboards that operationalise key findings.

3. Data Strategy, Management & Governance

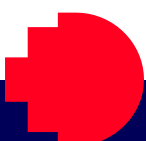
- Establish and implement the strategy for gathering, managing and disseminating data and performance metrics across the wide range of data owned by the department.
- Model database needs based on project requirements and maintain data dictionaries and documentation associated with these data models.
- Ensure adherence to ethical and professional requirements and to RMIT Privacy, Compliance, Risk & Regulation in the handling, storage and use of data.

4. Insight Delivery & Continuous Improvement

- Drive quantitative project milestones to completion – building partnerships, defining accountability, and leading the activities that operationalise key findings – and provide recommendations that inform and enhance decision-making.
- Create and deliver impactful presentations and ad-hoc analyses for mid-level and senior audiences to aid management decision-making and business planning.
- Continually refine market intelligence and quantitative research processes by identifying inefficiencies, and suggest and implement tools and methods that enable the digital and regional-expansion initiatives of the University.
- Other duties commensurate with the scope of the role

Key Selection Criteria

- Bachelor's degree in data science, business analytics, statistics, economics, marketing or another quantitative discipline.
- At least 3–4 years' experience in a similar quantitative analytics or data-analyst role, in market research or a comparable data-intensive industry.
- Strong quantitative and statistical skills, with demonstrated experience applying advanced techniques such



as regression, segmentation/clustering, forecasting and trend analysis, and significance/hypothesis testing.

- Advanced proficiency working with large and complex datasets, predominantly in Excel and SQL; statistical analysis using tools such as SPSS, R or Python; Power BI or equivalent a strong advantage.
- Demonstrated experience designing and validating quantitative analyses and models, with a focus on rigour, accuracy and reproducibility.
- Experience with data visualisation and BI tools (e.g. Power BI) to communicate business insights through clear, well-designed reports and dashboards.
- Experience modelling database needs and maintaining data dictionaries, documentation and data-governance practices.
- Strong business acumen and problem-solving skills, with the ability to translate complex quantitative findings into actionable recommendations.
- Excellent written and verbal communication, with the ability to deliver impactful presentations to mid- and senior-level audiences; attention to detail and strong quality control.
- Well-developed interpersonal skills including coordination, liaison and communication, both written and spoken, in English and Vietnamese, across a broad range of stakeholders.
- Strong project-management capability and commitment to continuous improvement, with the ability to organise and prioritise multiple projects in a fast-paced environment.
- 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 6.0 (or equivalent, as outlined in the Recruitment, Selection and Onboarding Guidelines).

Organisational Accountabilities

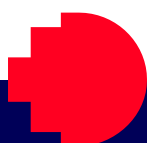
RMIT Vietnam is committed to the health, safety and wellbeing of its staff members. RMIT Vietnam and its staff members must comply with a range of Vietnamese legal and regulatory requirements, including foreign investment & business, import & export, contracts & commerce, banking, finance & foreign exchange, 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.

