



RMIT Vietnam

Student Communications Coordinator

Position Details

Position Title:	Student Communications Coordinator
Division/ Centre:	Engagement
Department:	University Communications
Campus Location:	Based at the Saigon South campus but may be required to work and/or be based at other campuses of RMIT Vietnam.
Job Grade/ Classification:	PSV5
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.

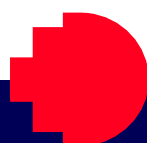
The University's mission is to help shape the world through research, innovation and engagement, and to create transformative experiences for students to prepare them for life and work.

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.

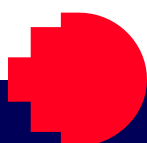
<https://www.rmit.edu.vn/about-us>

Department Summary

University Communications is responsible for building and protecting the RMIT story and reputation. As RMIT's strategic communications experts we support the university through external communications, media relations, social media and student and staff communications.

Position Summary

Reporting directly to the Student Communications Advisor, the Student Communications Coordinator supports the delivery of the University's communications to students in Vietnam. The position requires engagement across the University; working closely with the Student Communications Advisor who will direct the strategy. It will involve well planned and written creative content and visuals, advising stakeholders content creation and communications counsel; coordinating delivery across multiple channels; and reporting for stakeholder engagement and continuous improvement. Our students are our customers – excellent communication with them is paramount and leads to lifechanging student experiences. The position works with others in the University Communications team to share information and collaborate – both across teams and campuses in Vietnam, and with our Student Communications colleagues in Australia.



Reporting Line

Reports to: Student Communications Advisor

Reporting lines may be adjusted in line with organisational changes.

Key Accountabilities

Stakeholder Management

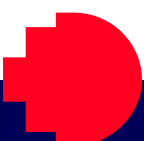
- Work with Student Communications Advisor and collaborate with professional and academic stakeholders in the University across Vietnam campuses and with Melbourne to develop and implement communications campaigns targeting students.
- Coordinate regular reporting to evaluate channel performance against agreed metrics, including student feedback and engagement insights, and identify opportunities for continuous improvement.
- Act as a key support contact for Student Communications team, helping connect and amplify student stories and initiatives across campuses and broader university audiences
- Support urgent and priority student communications in collaboration with the Student Communications Advisor, ensuring timely and accurate delivery of critical information to students.

Communications Development and Delivery

- Develop communication campaigns, key messages, stories, student communications etc. in a timely manner, of high-quality outcomes to meet stakeholder expectations and enhance student experiences.
- Observe and/or engage with students to gain insights and identify opportunities for relevant and engaging digital content.
- Use your creative skills to develop student communications digital content and execute in line with best practice.
- Develop student communication campaigns together with the Student Communications Advisor both locally and globally.
- Own the successful delivery/ execution of content across multiple channels, ensuring communications are aligned with the University's key messages and branding, and follows best practices.
- Create, edit and proofread communication content to ensure clarity, accuracy and strategic prioritisation of messages within the university framework.
- Provide advice to the Student Communications Advisor and the Content & Campaigns Manager regarding student issues, opportunities and communication solutions.
- Ensure all student communication content on university channels is accurate, effective, inclusive, culturally sensitive, accessible, and align with RMIT's communications and branding guidelines.
- Support the University Communications team as required, including cross-role activities to ensure the effective delivery of team priorities.

Channel ownership

- Be the channel owner for all existing student communications channels including content planning, development, scheduling and optimisation, while continuously improving the student experience across all campuses through data and insights. Channels include Campus Buzz (student fortnightly e-newsletter); Student eXpress, student website, and Digital screens across campuses.



- Manage and maintain student website content through Adobe Experience Manager (AEM), including content updates, monitoring performance and producing regular reports and insights through Google Analytics.
- Execute all content through the student communications channels and provide regular accurate reporting and meaningful insight from data analysis.
- Working closely with Digital Communications Advisor to create and deliver engaging student-focused content across all official social media platforms, especially during major events including Graduation, Orientation and Carnival Days.
- Other duties commensurate with the scope of the role

Key Selection Criteria

- A tertiary qualification in professional communication, public relations, and corporate communication.
- One to two years of experience working in a communications environment, with a background in coordinating and delivering communications projects and campaigns across multiple channels and audiences for multilevel stakeholders.
- Excellent communication skills - both written and oral - in English to tell compelling stories and communicate with students. Must have sound professional writing and editing skills, good design and visual skills, and a keen eye for detail. Vietnamese language ability is an advantage.
- Strong organisational and planning skills, along with good stakeholder management and relationship building skills.
- Ability to collect, analyse and synthesise information into context and deliver solutions.
- A good team player with ability to work effectively in teams or autonomously.
- Strong attention to detail.
- Desirable technician skills: MS365 Suite; Adobe Experience Manager (AEM); and Google Analytics; Canva (or other design software) is a plus.
- Ability to display appropriate behaviours in line with the position, RMIT Values and RMIT Leadership Model.

English Proficiency

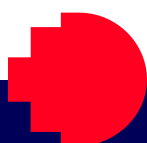
English is the language of teaching and communication at RMIT Vietnam. For this role, the minimum requirement is IELTS (General) with a score of at least 6.0 (or equivalent, as outlined in the Recruitment, Selection and Onboarding Guidelines).

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 nonadherence 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.

