

## Job Description – Digital Marketing Specialist

### Position Details

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<b>Position Title:</b>	Digital Marketing Specialist
<b>Division/ Centre:</b>	Engagement
<b>Department:</b>	Student Recruitment & Marketing
<b>Campus Location:</b>	Based at SGS campus
<b>Job Grade/ Classification:</b>	<b>PSV06</b>
<b>Time Fraction:</b>	1.0

### RMIT University

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RMIT is a global university of technology, design and enterprise. Our mission is to help shape the world through research, innovation, teaching and engagement, and to create transformative experiences for our students, getting them ready for life and work. One of Australia's original educational institutions founded in 1887, RMIT University now has 82,000 students including 12,000 at postgraduate level.

The University enjoys an international reputation for excellence in professional and practical education, applied and innovative research, and engagement with the needs of industry and the cities in which we are located. With three campuses in Melbourne (Central Business District, Brunswick and Bundoora), two in Vietnam (Hanoi and Ho Chi Minh City) and a centre in Barcelona, Spain, RMIT is a truly global university. RMIT also offers programs through partners in Singapore, Hong Kong, mainland China, Indonesia, Sri Lanka, Belgium, Germany, Austria and The Netherlands, and enjoys research and industry partnerships on every continent.

RMIT prides itself on the strong industry links it has forged over its 129-year history. Collaboration with industry is integral to the University's leadership in applied research and education, and to the development of highly skilled, globally focused graduates. We are a 5-Star university under the QS Stars international evaluation system, and are 21st in the world among universities less than 50 years old (2015 QS Top 50 Under 50 index).

RMIT is ranked among the world's top universities in 23 of 38 assessed subjects (and all five faculty areas) featured in the 2017 QS World University Rankings by Subject. RMIT features among the world's top 100 ranking in the 2017 QS subject rankings in Art and Design; Architecture and the Built Environment; Computer Science, Information Systems, Engineering (Civil and Structural); Engineering (Electrical and Electronic); Communication and Media Studies, Education, Business and Management Studies, and Development Studies. The University's research was rated "well above world standard" in 13 research fields and "above world standard" in a further nine fields in the 2015 Excellence in Research for Australia evaluation. In the 2017 QS Graduate Employability Rankings, RMIT is ranked seventh in Australia and 71-80 in the world on the basis of employer reputation, alumni outcomes, partnerships with employers, employer-student connections and graduate employment rate.

[www.rmit.edu.au](http://www.rmit.edu.au)

### RMIT Vietnam

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RMIT University Vietnam (RMIT Vietnam) is a campus of RMIT University. RMIT Vietnam is creating an innovative research, teaching and learning culture. We are committed to providing internationally recognised high-quality education and professional training for our students, clients and members of the community.

As an internationally recognised Australian university based in Asia, RMIT Vietnam is assisting in the development of human resources capability in Vietnam and 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 vocational English through to undergraduate, post-graduate and Ph.D. programs. All teaching at RMIT Vietnam is in English.

[www.rmit.edu.vn](http://www.rmit.edu.vn)

## Position Summary

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The Digital Marketing Specialist will lead the development, sourcing, gathering and presentation of written and multimedia content to target audiences within RMIT University Vietnam. The role is responsible for generating and collecting content from a variety of internal and external sources to build engaging stories that audiences will connect with. The position oversees the strategic delivery of content across RMIT communication platforms to create impact and enhance engagement with customers, stakeholders and partners.

## Reporting Line

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Reports to: Digital Marketing Lead

## Key Accountabilities

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- Develop digital marketing plan for assigned target audience segment & digital platforms.
- Plan and optimize marketing performance campaigns to achieve specific aligned targets
- Lead and manage social media activities for prospective students across different platforms - Facebook, Tiktok, Instagram, including:
  - a. Develop monthly content direction and content plan
  - b. Work with in-house designers, content writers to develop creatives for each post
  - c. Handle enquiries from prospective students
  - d. Work with media agency to track, optimize page performance & campaign performance
  - e. Ensure consistent brand look and feel in accordance with RMIT's brand guideline across social media channels
- Research, understand and respond to industry trends, audience segments and their behaviour and motivations to come up with creative ideas, initiatives for social media platform.
- Manage the distribution of content through the university's established online channels and traditional platforms that Marketing owns; making sure contents across touchpoints aligned with RMIT's key communication messages and content guideline.
- Work & supervise part-time content contributors (RMIT students and freelancers) in content execution for different online channels
- Build, manage and strengthen relationships with internal and external stakeholders including, but not limited to academics, writers, publishers, key opinion leaders, influencers etc., to curate and deliver relevant content and activities for assigned digital platforms.

## Key Selection Criteria

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1. A degree in a discipline relevant to this position such as (digital) marketing, communications, public relations.
2. At least three years of relevant experience in strategic planning (content and activities) for multi-digital platforms, especially social media like Facebook, Tiktok, Instagram.
3. Experience of running and effectively managing digital campaigns and optimize performance is desirable.
4. Proven ability to effectively managing a diverse portfolio of stakeholders
5. Demonstrated knowledge of Google analytics and other metric-based tools to effectively manage content and media performance.
6. A good knowledge of SEM-SEO implementation
7. Well-developed interpersonal skills, including coordination, liaison, negotiation, and multicultural communication.
8. Keen attention to detail with ability to manage own time well, and prioritise competing work demands, effectively.
9. Excellent verbal and written communication skills in English and Vietnamese with a wide variety of stakeholders
10. Ability to display appropriate behaviours in line with the position, as per the RMIT Behavioural Capability Framework (Connectedness, Commitment to Excellence – Improve and Simplify; Imagination and Innovation; Impact; Inclusion; Agility).

## English Proficiency

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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 BULATS Advanced Level 75 (or equivalent, as outlined in the Recruitment and Selection Guidelines).

For any role, English Language Proficiency may also be proven by showing successful completion of secondary education to a level qualifying to enter university study while being instructed through the medium of English, as per the RMIT University recognised qualification list.

**Organisational Accountabilities**

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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.

Appointees are accountable for completing training on these matters and ensuring their knowledge and the knowledge of their staff, is up to date.

<b>Endorsed:</b>	Signature: Name: Title: Date:	<b>Approved:</b>	Signature: Name: Title: Date:
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