

## Job Description – Content Manager

### Position Details

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<b>Position Title:</b>	Content Manager
<b>Division/ Centre:</b>	Experience
<b>Department:</b>	<b>Global Marketing</b>
<b>Campus Location:</b>	Based at SGS campus
<b>Job Grade/ Classification:</b>	<b>PSV07</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 content manager is responsible for developing the content strategy for different target segmentation across channels to support for communication objectives & business growth objective. This position will lead the in-house Content team in planning, formulating content direction, idea creation and oversee the execution of content cross platforms.

## Reporting Line

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Reports to: Marketing Manager  
 Direct reports: 3 (1 senior English writer – Expat & 2 Vietnamese content writers)

## Key Accountabilities

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- Develop content strategies for different channels that align with the overall marketing goals and objectives.
- Work with other leadership members in Marketing & Student recruitment team to define customer value journey and develop comprehensive content plan that support those customer journey, with a focus on nurturing prospective students/parents & driving their consideration through content.
- Work closely with brand team, digital team, event team to lead the wheel in content planning cross channels, idea creation, and oversee the execution of various types of content including publications, PR campaign, brand campaign, social media content, videos, infographics, direct marketing emails... Ensure that the content is highly relevant and appealing to assigned specific group of audiences.
- Develop content governance guidelines for writing tone, style, voice, clarity and consistency.
- Conduct extensive content research and analysis to gain in-depth knowledge of all customer personas
- Stay updated with latest trends, industry development and best practices of content creation on various channels

## Key Selection Criteria

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1. A degree in a discipline relevant to this position such as marketing, advertising, communications, public relations...
2. Excellent writing skills & content plan strategy
3. a solid understanding of digital marketing concepts and strategies to develop effective content marketing plans.
4. Ability to effectively communicate with different stakeholders (agencies, academic professionals, and other internal stakeholders)
5. Demonstrated ability to deliver business outcomes, including strong commercial acumen, customer acquisition and deep audience engagement.
6. Ability to work independently, proactively, and with customer focused mindset
7. 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 6.5 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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