

A photograph of a modern, multi-story building with a glass facade and a red brick section, likely an RMIT campus. The building is illuminated with warm lights, and the sky is a soft, hazy blue.**RMIT Vietnam****Creative Service Lead (Vietnam)****Position Details**

Position Title:	Creative Service Lead (Vietnam)
Division/ Centre:	Engagement
Department:	Marketing
Campus Location:	Based at the SGS campus but may be required to work and/or be based at other campuses of RMIT Vietnam.
Job Grade/ Classification:	PSV07
Time Fraction:	Fulltime

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.

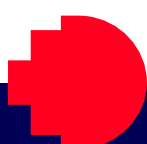
<https://www.rmit.edu.vn/about-us>

Department Summary

Marketing sits within the Engagement portfolio at RMIT Vietnam and plays a strategic role in driving the university's long-term growth and reputation. We have two core objectives: to build and strengthen RMIT's brand position, ensuring the university remains a leading choice for prospective students, and to generate leads by attracting, engaging, and converting prospective students. Together, these efforts create a strong student pipeline, support enrolment targets, and strengthen the university's leading position in the market.

Position Summary

The Creative Service Lead supports the delivery of high-quality and consistent creative outputs for the Vietnam Marketing, Communications, and University Event teams (called Vietnam Engagement stakeholders). Reporting to the Creative & Production Manager, this role leads the day-to-day graphic design function, supervises a team of designers across multiple disciplines, and ensures projects are delivered effectively, on brand, and aligned with business objectives. The position also supports workflow coordination, stakeholder collaboration, and continuous improvement of creative processes within the Vietnam team.



Reporting Line

Reports to: Manager, Central Creative & Production

Reporting lines may be adjusted in line with organisational changes.

Key Accountabilities

1. Creative Delivery & Brand Management

- Lead the delivery of graphic design outputs across RMIT Vietnam marketing, communications, and event team
- Provide creative direction and feedback to designers across projects to ensure creative outputs well deliver the stakeholder briefs and aligned with RMIT brand guidelines and quality standards.

2. Team Supervision & Development

- Supervise and support a team of graphic, brand, motion graphic, and digital designers
- Allocate work and monitor team workload and delivery timelines
- Coach and develop team capability through regular feedback and guidance
- Foster a positive, collaborative, and creative team culture that encourages motivation, innovation, and continuous growth.

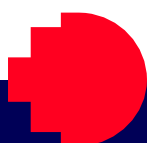
3. Stakeholder Management & Collaboration

- Partner with Marketing, Events, and Communications stakeholders for an effective workflow
- Manage project briefs, priorities, and delivery expectations
- Coordinate effectively with internal teams and external suppliers where required.

4. Workflow, Quality assurance & Continuous Improvement

- Support the implementation of creative workflows and approval processes
- Closely monitor project progress and ensure timely delivery of outputs
- Identify opportunities to improve team efficiency, creative quality, and collaboration
- Stay updated on design trends, tools, and creative best practices.

Other duties commensurate with the scope of the role



Key Selection Criteria

- Bachelor's degree in a relevant field
- Strong creative thinking and visual storytelling capability, with the ability to develop concepts from idea to high-quality execution.
- Demonstrated strong expertise in graphic design across digital, print, campaign, and event collateral.
- Strong eye for layout, typography, branding, composition, and visual consistency.
- Proven experience with at least 3 years in leading or supervising design teams in a fast-paced environment
- Ability to provide clear creative direction, constructive feedback, and mentoring to designers.
- Strong collaboration and stakeholder management skills
- Advanced proficiency in Adobe Creative Suite and other relevant creative tools.
- Strong project management and organizational skills, with the ability to manage multiple priorities and deadlines.
- Passion for design excellence, innovation, and continuous improvement.
- Ability to foster a positive, motivated, and collaborative creative team culture.
- Strong interest in emerging AI and creative technologies, with the ability to leverage AI tools to enhance creative ideas and team efficiency.
- Appointment to this position is subject to passing mandatory check.
- 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

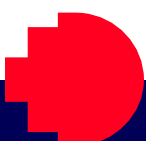
RMIT Vietnam is committed to the health, safety and wellbeing of its staff members. RMIT Vietnam and its staff members must comply with a range of Vietnamese legal and regulatory requirements, including foreign investment & business, import & export, contracts & commerce, banking, finance & foreign exchange, 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: Sep 26

Approved

Signature: Ha Nguyen
Name: Ha Nguyen
Title: Head of Marketing & Brand

Date: Sep 26

