



RMIT Vietnam

English Content Lead

Position Details

Position Title:	English Content Lead
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:	PS07
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.

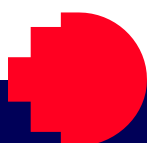
Our three main campuses in Melbourne are located in the heart of the City, Brunswick and Bundoora. Other locations include Point Cook, Hamilton and Bendigo. In Vietnam RMIT has two campuses (Ho Chi Minh City and Hanoi) and an English language centre (Da Nang). RMIT also has a European hub in Barcelona,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

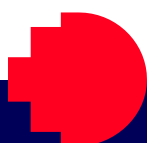
Department Summary

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

This position is responsible for developing high-quality English marketing content for RMIT Vietnam's domestic and international audiences. The role combines strong editorial judgement with marketing, storytelling and creative copywriting skills. It requires translating audience insights, value propositions and complex information into clear, compelling content across channels – from long-form editorial and publications to campaign copy, social content and video scripts.

Working closely with the Strategic Creative Content Manager and internal stakeholders, the role contributes to messaging development, brand storytelling and creative content ideas, while maintaining the quality, consistency and effectiveness of RMIT Vietnam's English marketing communications.



Reporting Line

Reports to: Strategic Creative Content Manager

Key relationships:

Marketing & Brand team

Academic stakeholders

Student Recruitment team, Alumni team and other university departments, where relevant

Current students and alumni

Reporting lines may be adjusted in line with organisational changes.

Key Accountabilities

- Develop compelling content angles, narratives and storytelling approaches that translate audience insights, market context and RMIT value propositions into engaging English-first content.
- Support the Strategic Creative Content Manager in developing brand stories, campaign messaging, creative content ideas and storytelling directions for priority projects.
- Create and edit English marketing content across websites, publications, campaigns, video, email, social and other formats, with particular ownership of Postgraduate, international and other priority audiences.
- Develop creative campaign copy and short-form content, including but not limited to headlines, advertising copy, social copy and engaging video scripts.
- Lead the editorial quality and consistency of English and English-translated marketing content, ensuring accuracy, clarity, narrative flow, tone, audience relevance and alignment with RMIT's brand voice, writing style and marketing objectives.
- Independently manage assigned content projects, working with stakeholders to clarify briefs, gather inputs, manage feedback and deliver work on time, on brief and on strategy.
- Contribute to the continuous improvement of RMIT Vietnam's English content standards, brand voice, storytelling practices and editorial governance.
- Projects may span recruitment publications, brand campaigns, digital and social content, video and multimedia storytelling, and recruitment event materials.
- Other duties commensurate with the scope of the role

Key Selection Criteria

- A relevant tertiary qualification in Communications, Journalism, Marketing, Public Relations, English or a related discipline.
- Minimum five years' experience in marketing content writing, copywriting, branded content or related communications roles, with a strong portfolio of published English work across different formats and channels.
- Strong marketing mindset, with the ability to understand audience needs, market context and value propositions and use these to shape effective content.
- Demonstrated creative thinking in content development, including the ability to identify compelling angles, story ideas or fresh ways to communicate a message.
- Excellent English writing and editing skills, with strong editorial judgement, storytelling and creative copywriting ability (from long-form content to sharp headlines, short copy and video scripts), and sensitivity to tone, voice and audience.



- Strong stakeholder and project management skills, with the ability to clarify briefs, manage feedback, prioritise competing work and deliver high-quality content to deadlines.
- Ability to work independently and collaboratively in a multidisciplinary marketing environment.
- Appointment to this position is subject to passing a Working with Children 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 8.0 (or equivalent, as outlined in the Recruitment, Selection and Onboarding 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

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: 12 August 2026

Approved

Signature: Alexa Phan

Name: Phan Thi Anh Phuong

Title: Senior Manager, Marketing (SGS)

Date: 12 August 2026

