



RMIT Vietnam Multimedia Producer

Position Details

Position Title:	Multimedia Producer
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:	PSV05
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.

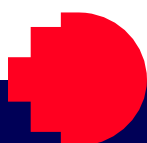
The University's mission is to help shape the world through research, innovation and engagement, and to create transformative experiences for students to prepare them for life and work.

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.

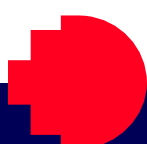
<https://www.rmit.edu.vn/about-us>

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 Multimedia Producer is responsible for filming to editing and bringing ideas to life with creative flair. In this role, you'll own the art and creative execution of all in-house video productions – working closely with our Content and Campaign teams to turn concepts into compelling visual stories. Whether it's brand engagement campaigns, student stories, social reels, or event highlights, your videos will be one of key pillars of our marketing impact.



Reporting Line

Reports to: Manager, Central Creative & Production

Reporting lines may be adjusted in line with organisational changes.

Key Accountabilities

1. Creative Concept & Storytelling for photo and video production

- Translate stakeholder briefs into compelling visual storytelling, creative concepts and production approaches
- Develop storyboards, content ideas and visual directions that strengthen audience engagement and communication effectiveness

2. Multimedia Production & Execution

- Produce high-quality video and photography content across events, campaigns, social media and initiatives of Marketing, Communications & Events.
- Lead end-to-end production including shoot planning, shoot coordination, filming, directing, editing and post-production
- Ensure multimedia outputs are visually engaging, technically strong and aligned with RMIT brand standards

3. Collaboration & Stakeholder Engagement

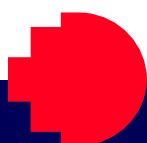
- Collaborate with stakeholders to understand objectives, provide creative recommendations and manage production expectations
- Present and explain creative concepts and visual approaches effectively
- Able to manage agency or external supplier for shooting plan & coordination for relevant projects when needed

4. Innovation & Continuous Improvement

- Stay updated on content trends, storytelling techniques and emerging creative technologies
- Explore new formats, creative approaches and AI-supported tools to improve content quality and audience engagement
- Contribute innovative ideas that strengthen RMIT's visual storytelling and brand presence

Key Selection Criteria

- Bachelor's degree in a relevant discipline
- At least 3 years' experience coordinating and implementing the design and production of a range of online marketing communications and web content.
- Strong creative thinking, visual storytelling and conceptual development capability, with the ability to translate communication objectives into engaging visual content and production approaches.
- Strong portfolio demonstrating strong videography, photography and post-production skills, including filming, lighting, editing, motion graphics and visual composition.
- Proficiency in operating photo and video equipments
- Proficiency with Adobe Creative Suite (Premiere Pro, After Effects, Photoshop, Illustrator)
- Comfortable self-producing content using DSLR/mirrorless cameras and/or mobile setups
- Excellent organizational and multitasking skills
- Ability to display appropriate behaviours in line with the position and RMIT Values.



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 (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

