

RMIT Vietnam**Program MKT Content Lead****Position Details**

Position Title:	Program Marketing 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:	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.

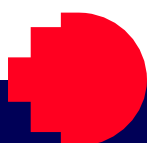
The University's mission is to help shape the world through research, innovation and engagement, and to create transformative experiences for students to prepare them for life and work.

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.

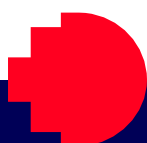
<https://www.rmit.edu.vn/about-us>

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 Program Marketing Content Lead is responsible for planning, curating and delivering high-quality marketing content for RMIT's academic programs across owned and paid channels. The role requires strong understanding of programs' unique selling points, audience insights, customer journeys and market context, with the ability to translate academic information into clear and compelling content for prospective students and parents. The position works closely with internal stakeholders to gather inputs, manage feedback, and ensure program content is delivered on time, on brief and aligned with marketing priorities.



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
	Media partners, where relevant
	KOLs, industry speakers or ambassadors supporting program content

Reporting lines may be adjusted in line with organisational changes.

Key Accountabilities

1. Program content strategy

- Develop and maintain program content frameworks, messaging narratives and key proof points that clearly communicate each program's value proposition to target audiences.
- Drive content strategy that supports acquisition and conversion for RMIT academic programs, addressing and connecting with target audience segments including high school students, parents and prospective postgraduate students.
- Conduct competitor program research on a frequent basis to understand market positioning, program communication and opportunities to fine-tune RMIT's program communication.

2. Content creation and delivery

- Curate, create and manage high-quality content and communications for RMIT's academic programs across a diverse mix of channels and formats, including publications, PR, website, talk shows, social media and other marketing materials, ensuring alignment with marketing KPIs and strategic objectives.
- Work with program managers and academic stakeholders from different schools to translate program information into marketing language that is clear, appealing and convincing to prospective students and parents.
- Manage content planning, timelines, stakeholder inputs and feedback loops for key program content assets, including brochures, webpages, presentations, flyers, PR/long-form articles and localised content.
- Manage part-time, freelance contributors or student ambassadors for content delivery, where required.

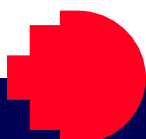
3. Stakeholder and cross-functional collaboration

- Develop and maintain productive relationships with Subject Matter Experts, Key Opinion Leaders, brand ambassadors and media partners, both internally and externally, to support program marketing communications.
- Partner with marketing team members to support digital plans (SEO, social, email etc) for academic programs.

4. Quality, consistency and building capability

- Ensure consistency in RMIT tone of voice, program messaging and program information across languages, audiences and channels.
- Take leadership as a technical expert to train, share knowledge and support team capability development in program marketing communication.

Other duties commensurate with the scope of the role



Key Selection Criteria

- Tertiary qualification in a relevant discipline with at least 5 years' experience.
- Knowledge and understanding of the education industry preferred.
- Experience in successfully developing and managing product or program content strategies.
- Proven ability to translate complex product, program or technical information into clear, audience-relevant and persuasive marketing content.
- Proven experience in creating targeted content that supports measurable marketing, recruitment or conversion outcomes.
- Strong messaging and storytelling judgement, with the ability to develop clear value propositions, content narratives and proof points for different audience segments.
- Proven planning, organisational, analytical and problem-solving skills, with the ability to manage multiple projects, timelines and stakeholder feedback loops.
- Proven interpersonal, influencing, negotiation and cross-cultural communication skills.
- Proven ability to manage client and stakeholder relationships, including working with subject matter experts and senior stakeholders.
- Appointment to this position is subject to passing a <Insert mandatory check i.e. 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 6.5 (or equivalent, as outlined in the Recruitment, Selection and Onboarding Guidelines).

Organisational Accountabilities

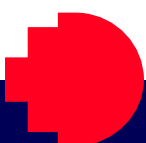
RMIT Vietnam is committed to the health, safety and wellbeing of its staff members. RMIT Vietnam and its staff members must comply with a range of Vietnamese legal and regulatory requirements, including foreign investment & business, import & export, contracts & commerce, banking, finance & foreign exchange, 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: 15 June 2026

Approved

Signature: Alexa Phan

Name: Phan Thi Anh Phuong

Title: Senior Manager, Marketing (SGS)

Date: 15 June 2026

