

RMIT Vietnam**Social Media & Community Specialist****Position Details**

Position Title:	Social Media & Community Specialist
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:	PS06
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.

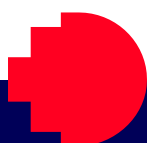
The University's mission is to help shape the world through research, innovation and engagement, and to create transformative experiences for students to prepare them for life and work.

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>

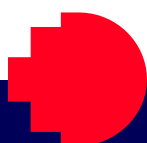
Department Summary

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 Social Media & Community Specialist is responsible for developing and leading RMIT Vietnam's social media strategy and audience growth across platforms including Facebook, TikTok, Instagram, Threads and emerging social channels.

The role leads the development of engaging, audience-relevant content and social experiences that build brand love, brand consideration and meaningful relationships with prospective students and parents. The role uses audience



insights, social listening, platform trends and performance data to shape channel strategy, content direction and continuous optimisation. You will also build and manage a network of content contributors, providing direction, coaching and governance to ensure a consistent, high-quality RMIT social presence.

The role works closely with Marketing, Schools and other internal stakeholders to identify opportunities to strengthen RMIT's presence and relevance in social conversations, while ensuring all activity is aligned with the RMIT brand and broader marketing objectives.

Reporting Line

Reports to:	Digital Marketing Manager
Key relationships:	Marketing & Brand team
	Academic team
	Current students and alumni
	KOL, industry experts, etc.

Reporting lines may be adjusted in line with organisational changes.

Key Accountabilities

1. Social media strategy & channel growth

- Develop and execute RMIT Vietnam's social media strategy across Facebook, TikTok, Instagram, Threads and emerging platforms, with a focus on brand love, consideration, audience growth and engagement.
- Define channel priorities, content pillars and growth opportunities based on audience insights, trends and performance data.

2. Social content planning & creation

- Lead and develop social content plan, build content direction and initiate ideas for social channels
- Execute the aligned content plan, producing content from written to video formats
- Ensure content is relevant to priority audiences and aligned with RMIT's brand, campaigns and broader marketing objectives.

3. Community engagement & social listening

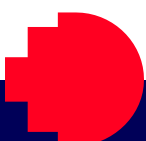
- Build meaningful relationships with prospective students and parents through proactive community engagement and social conversations.
- Monitor and generate social conversations, evaluate audience sentiment and emerging trends to identify brand opportunities and manage potential issues.

4. Performance & optimisation

- Monitor channel and content performance, audience behaviour and competitor activity, translating insights into recommendations to improve reach, engagement and channel growth.
- Test new formats, creative approaches and platform opportunities to continuously optimise performance.

5. Contributor network & collaboration

- Build and coordinate a network of social content contributors, providing guidance, feedback and quality standards to enable authentic and diverse social content.
- Collaborate with academic Schools and other stakeholders to identify stories and opportunities for social.



Key Selection Criteria

- **4+ years' experience** in social media, digital content or a related field, with demonstrated experience developing and executing social media strategies across multiple platforms.
- Strong experience in **social channel strategy, audience growth, community engagement and platform-specific content**, particularly Facebook, TikTok, and emerging platforms.
- Strong **creative storytelling** through copywriting and short-form video content creation, with a portfolio demonstrating high-quality social content and successful campaigns or channel initiatives.
- Demonstrated ability to use **social media analytics**, audience insights and trends to optimise content and channel performance.
- Experience coordinating, coaching or **managing content contributors**, creators, agencies or cross-functional teams.
- Strong **stakeholder management, communication, organisation and prioritisation skills**, with the ability to manage multiple channels and priorities in a fast-paced environment.
- Ability to display appropriate behaviours in line with the position, RMIT Values and RMIT Leadership Model.

Portfolio requirement: Candidates should submit a portfolio demonstrating social media strategy, content planning, channel growth/community engagement and social content, clearly outlining their role and outcomes for selected examples.

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).

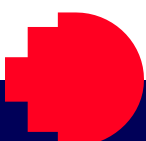
For any role, English Language Proficiency may also be proven by showing successful completion of secondary education to a level qualifying to enter university study while being instructed through the medium of English, as per the RMIT University recognised qualification list.

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:

Approved

Signature: Alexa Phan

Name: Phan Thi Anh Phuong

Title: Senior Manager, Marketing (SGS)

Date: 11 September 2026

