

RMIT Vietnam

Strategic Creative Content Manager

Position Details

Position Title:	Strategic Creative Content Manager
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:	PS08
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.

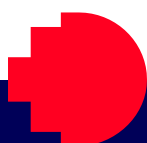
Our three main campuses in Melbourne are located in the heart of the City, Brunswick and Bundoora. Other locations include Point Cook, Hamilton and Bendigo. In Vietnam RMIT has two campuses (Ho Chi Minh City and Hanoi) and an English language centre (Da Nang). RMIT also has a European hub in Barcelona,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

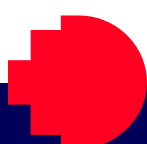
<https://www.rmit.edu.vn/about-us>

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 Strategic Creative Content Manager will lead the development and execution of content strategies for both domestic and international markets, working within the university's marketing department. This role requires a creative and visionary leader who can manage a team of content writers with different expertise, oversee complex projects, and build innovative concepts that enhance the university's brand and engagement across diverse audiences. The Strategic Creative Content Manager will lead creative ideation, oversees content creation across various formats and channels, and tailors approaches for international audiences. The role requires strong collaboration with stakeholders to deliver high-quality content that aligns with university goals.



Reporting Line

Reports to:	Senior Manager, Marketing
Direct reports:	Program Marketing Content Lead Marketing Campaign Content Writer English Content Lead
Key relationships:	Marketing & Brand team Academic team Current students and alumni KOL, industry experts, etc.

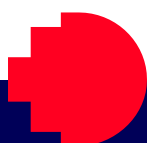
Reporting lines may be adjusted in line with organisational changes.

Key Accountabilities

- Develop comprehensive content strategies for both domestic and international markets across all target audience segments (Undergraduate and Postgraduate) for the purpose of both acquisition and brand building, ensuring alignment with the university's brand, goals, and value propositions.
- Deliver high quality content from ideation/concept to content production, ensuring the final delivery is appealing and engaging to achieve the communication objectives
- Lead the Content team in storytelling for a wide range of formats (brochure, long or short form videos, brand campaigns, social media, etc.)
- Lead and manage a team of content writers, providing guidance, support, and feedback to ensure high-quality deliverables. Oversee the planning, execution, and monitoring of content-related projects, ensuring they are completed on time and meet quality standards.
- Collaborate effectively with internal stakeholders within the university to ensure content aligns with broader university strategies and objectives.
- Ensure all content maintains a consistent voice across languages and channels, adheres to the university's brand guidelines and quality standards, and effectively communicates key messages to various audiences.
- Conduct market research and analyse trends to inform content strategy and creative direction, staying up-to-date with industry developments and competitor activities.
- Proactively build and maintain working relationships with key stakeholders, including external stakeholders, and RMIT senior management.

Key Selection Criteria

- Tertiary qualification in a relevant discipline
- Minimum 5 years' experience in content leadership role, with strong creative vision (content based)
- Experience in working in a marketing function or organisation with high digital media involvement. Having a fair understanding of the education industry is an advantage.
- Experience in successfully developing and managing cross-channel content strategies
- Highly creative in generating ideas for developing a wide range of different content formats, both digital and print
- Proven experience in creating targeted content that generates measurable ROI
- Proven planning, organisational, analytical and problem-solving skills with strong project management skills



- Proven interpersonal, influencing, negotiation, cross-cultural communication skills and strong team leadership
- Knowledge and commitment to agile ways of working and continuous improvement
- Proven ability to manage client and stakeholder relationships
- Strong expertise in identifying customer drivers, buying and decision-making behaviour
- 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 6.5 (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

