

RMIT Vietnam
Search & Digital Marketing Lead

Position Details

Position Title:	Search & Digital Marketing Lead
Division/ Centre:	Engagement
Department:	Marketing
Campus Location:	HN
Job Grade/ Classification:	PSV07
Time Fraction:	Full time

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 3rd globally for its work to reduce inequalities (SDG 10), 8th in supporting decent work and economic growth (SDG 8), and overall 63rd worldwide in the 2026 Times Higher Education Sustainability 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 Educationand 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

The Marketing & Brand Department builds and promotes the University's brand leadership by engaging audiences across Vietnam and the SEA region. It leads brand, content, and campaign initiatives through strategic marketing, digital campaigns, events, and community engagement, while fostering connections with prospective students and parents to build a strong future student pipeline that supports student recruitment objectives.

Position Summary

The Search & Digital Marketing Lead leads the strategic direction and operational execution of RMIT Vietnam's organic search, Generative Engine Optimization (GEO), and targeted digital marketing campaigns. Operating at the intersection of traditional search, emerging AI discovery, and multi-channel performance marketing, this role plays a pivotal part in driving brand authority, qualified inquiries, and student enrollment growth across domestic and international markets. This position serves as the subject matter expert across traditional search engines, AI-powered discovery platforms (such as ChatGPT, Perplexity, and Gemini), and localized paid channels (including Facebook, TikTok, and Zalo), and collaborates closely with cross-functional teams in Marketing, Content, Web, and Analytics—as well as global counterparts in Melbourne—to translate market insights into measurable growth across the entire prospective student journey.

Reports to:	Senior Marketing Manager (HN)
Reporting Line	Reporting lines may be adjusted in line with organisational changes.

Key Accountabilities

Strategic Search Leadership & AI Evolution

- Formulate and execute RMIT Vietnam's overarching organic search strategy and multi-year roadmap across traditional search engines and emerging AI discovery engines.
- Lead the institutional shift from traditional keyword SEO to Generative Engine Optimization (GEO), semantic search, and entity-based authority building.
- Monitor emerging search technologies, algorithm updates, and changing user behaviors to advise marketing leadership on search opportunities across the prospective student journey.

Organic Search Optimization & Content Architecture

- Lead SEO strategy (i.e. develop search topic and keyword strategies based on audience needs, search behaviour and business priorities) across technical, on-page and off-page optimisation to strengthen RMIT's organic search visibility.
- Conduct SEO audits and translate search data, audience questions and search intent into recommendations for crawlability, indexing, site architecture, internal linking, page structure, content direction & planning, content structure & quality, in order to achieve best organic user experience, qualified traffic and conversion and search visibility.
- Partner with Web, Content, Digital and relevant teams in Vietnam and Melbourne to prioritise and implement SEO improvements.

Integrated Digital Campaigns, Analytics & Innovation

- Lead the planning, execution, and optimization of performance marketing campaigns on Facebook, TikTok, Google, LinkedIn, and Zalo targeting strategic cohorts (including Postgraduate prospects, provincial students, and parents) to drive quality leads within allocated budgets.
- Track, evaluate, and report on RMIT's and competitors' organic search, GEO citations, SEM performance, and traffic attribution using Google Analytics 4 (GA4), Search Console, Looker Studio, and advanced SEO/GEO monitoring tools.
- Evaluate and deploy emerging AI tools for content optimization, semantic search analysis, and campaign automation to elevate team productivity.
- Provide actionable, data-driven recommendations to leadership and platform updates/trainings to cross-functional teams.
- Develop recommendations to improve content clarity, credibility, structure and relevance for AI-powered search.

Cross-functional Leadership & Advisory

- Act as the subject matter expert and internal advisor for Search across Marketing functions.
- Partner with Web, Content, Brand, Digital, Marketing Intelligence and program teams to embed Search considerations into planning and execution. Influence stakeholders to prioritise Search recommendations based on audience needs, data and business impact.
- Brief, direct, and oversee external agency partners and vendors to ensure deliverables align with search strategy, quality standards, and KPIs.
- Mentor and supervise junior staff/interns while delivering search enablement workshops for internal stakeholders.
- Support broader marketing initiatives and integrated campaigns as requested.

Key Selection Criteria

- **Qualifications:** Bachelor’s or Master’s degree in Marketing or a relevant discipline.
- **Experience:** Minimum 3–5 years of demonstrated success in SEO, SEM, and multi-channel digital marketing execution, with documented experience in GEO / AI Search optimization.

Search & SEO expertise

- Demonstrated experience optimizing university web assets and content structures for Large Language Model (LLM) training datasets, entity authority, topical clusters, and semantic search retrieval.
- Demonstrated experience developing and implementing SEO and organic Search strategies, including technical, on-page and off-page SEO.
- Strong understanding of search engine crawling, indexing, ranking, site architecture, search intent and content optimisation.
- Experience using Google Search Console, Google Analytics and relevant SEO/search intelligence tools.
- Strong understanding of keyword/topic research, organic search performance and search behaviour.
- Understanding of emerging AI-powered search and its implications for organic visibility, content and digital authority.

Strategic & analytical capability

- Ability to translate complex search data and technical findings into clear strategic recommendations.
- Strong analytical and problem-solving skills, with the ability to identify root causes, opportunities and priorities.
- Ability to develop and prioritise a Search roadmap rather than focus only on individual SEO activities.
- Understanding of how Search connects with content, digital experience, brand and broader marketing objectives.
- Strong commercial and audience understanding, with the ability to connect Search activity to meaningful business outcomes.

Stakeholder & influencing capability

- Strong stakeholder management and influencing skills, with the ability to work effectively with both technical and non-technical stakeholders.
- Ability to explain Search opportunities and recommendations clearly to senior stakeholders.
- Demonstrated ability to lead through influence across multiple teams rather than relying solely on direct authority.
- Experience working with external agencies or specialist partners and managing their contribution to Search outcomes.

Future-focused capability

- Demonstrated curiosity and adaptability in a rapidly changing Search and AI environment.
- Ability to critically assess emerging Search technologies and trends and translate relevant developments into practical opportunities.
- Commitment to continuous learning and experimentation in Search, digital and AI..

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.