



Position Description – Senior Coordinator Marketing & Communications

Position Details

Position Title:	Senior Coordinator Marketing & Communications
Position Number:	
College/Portfolio:	Engagement Portfolio
School/Group:	RMIT Activator
Campus Location:	Based at the Melbourne City campus but may be required to work and/or be based at other campuses of the University.
Classification:	HEW 8
Employment Type:	Fixed Term (3 years)
Time Fraction:	1.0

RMIT University

RMIT is a leading multi-sector university of technology, design and enterprise with more than 91,000 students and 11,000 staff globally. We offer postgraduate, undergraduate, vocational education and online programs to provide students with a variety of work-relevant pathways.

Our purpose is to offer life-changing experiences for our students, and to help shape the world with research, innovation, teaching and industry engagement. With strong industry connections forged over 130 years, collaboration with industry remains integral to RMIT's leadership in education, applied and innovative research, and to the development of highly skilled, globally-focused graduates.

With three campuses in Melbourne (Central Business District, Brunswick and Bundoora), two in Vietnam (Hanoi and Ho Chi Minh City) and a centre in Barcelona, Spain, RMIT is a truly global university. RMIT also offers programs through partners in Singapore, Hong Kong, mainland China, Indonesia, Sri Lanka, Belgium, Germany, Austria and The Netherlands, and enjoys research and industry partnerships on every continent.

We are also committed to redefining our relationship in working with and supporting Aboriginal self-determination. Our goal is to achieve lasting transformation by maturing our values, culture, policy and structures in a way that embeds reconciliation in everything we do. We are changing our ways of knowing, working and being to support sustainable reconciliation and activate a relationship between Indigenous

and non-Indigenous staff, students and community. Our three campuses in Melbourne (City, Brunswick and Bundoora campuses) are located on the unceded lands of the people of the Woi Wurrung and Boon Wurrung language groups of the eastern Kulin Nation

We're proud to share with you:

- The launch of our second **Reconciliation Plan for Dhumbah Goorowa**– a “**commitment to share**” - **an important step in our reconciliation journey.**
- RMIT University is an **Athena SWAN** member with Bronze Award accreditation and the College of Science, Engineering and Health is central to driving improvements in gender equality, diversity and inclusion, particularly in the Science, Technology, Engineering, Mathematics and Medicine (STEMM) disciplines.
- RMIT was placed **10th in the 2019 Randstad Employer Brand Research Awards**, up five spots from 2018.
- We were named as an **Employer of Choice for Gender Equality** by the Workplace Gender Equality Agency in 2019.
- We achieved **Gold Employer status for LGBTIQ** inclusion in the Australian Workplace Equality Index (AWEI) in 2018 and now in 2019.
- We were recognised as a **top five employer in 2018 for workplace accessibility** with the Australian Network on Disability.

RMIT Standings in university rankings

RMIT has a deep commitment to innovation, research and teaching, we are a 5-Star university under the QS Stars international evaluation system and are **238th globally in QS World University Rankings 2020** (moved up 12 places compared to 250th last year), being also 32nd in the world among universities less than 50 years old (2014 QS Top 50 Under 50 index). Additionally:

- In the 2019 QS World University Rankings by Subject, RMIT was positioned 12th in the world (highest ranked in Australia) in Art and Design, 22nd in the world (fourth highest in Australia) in Architecture and the Built Environment, and 37th in Media and Communications. We are also among the world's top 100 universities in Engineering (Civil and Structural; Electrical and Electronic; and Mechanical, Mechanical, Aeronautical and Manufacturing); Accounting and Finance; and Business and Management Studies).
- In the 2018 QS Rankings by Subject, RMIT was ranked 11th in the world and number one in the Asia Pacific for Art and Design, and 26th in Architecture and the Built Environment. RMIT is also among the world's top 100 universities in Engineering (Civil and Structural; Electrical and Electronic; and Computer Science and Information Systems); Accounting and Finance; Business and Management Studies; and Communication and Media Studies. The 2018 Shanghai Ranking's Global Ranking of Academic Subjects highlighted RMIT's strength in Engineering and Technology in particular.
- In the specialised rankings, RMIT is ranked 77th in the QS Graduate Employability Rankings 2020 and 82nd in the inaugural Times Higher Education University Impact Rankings 2019.
- RMIT also ranks in the world's **top 400** in the 2019 Academic Ranking of World Universities and in the world's **top 400** in 2020 Times Higher Education World University Rankings.

For more information, visit rmit.edu.au/about

College/Portfolio/Group

The Engagement portfolio includes the Alumni and Philanthropy, Activator and Industry Engagement teams. Ensuring industry is embedded in everything we do is the cornerstone of RMIT's strategy.

The Industry Engagement team leads the university in striving towards the strategic goals of creating both better outcomes for RMIT and industry, and a step change in industry's connection to education.

The Alumni and Philanthropy team build the community of advocates for RMIT who champion the University's vision both locally and globally. The team is responsible for leading alumni engagement, fundraising and donor stewardship.

The Activator is RMIT's own incubator and supports students to learn entrepreneurial skills as well as providing students with the tools and support to start their own business.

Position Summary

The Senior Coordinator, Marketing & Communications will be responsible for the strategic design, implementation and delivery of all marketing, communications and brand management activities for RMIT Activator

The position will work closely with Activator Director and Leadership Team to develop and implement an integrated marketing and communications strategy and subsequent set of activities for RMIT Activator to secure a sustainable pipeline of participants across a wide range of Activator programs and initiatives. Participants will include but are not limited to: RMIT students, researchers, staff as well as external industry partners seeking assistance to form new enterprises, acquire 21st century skills or activate innovation.

Reporting Line

Reports to: Head of Partnerships & Engagement

Direct reports: 1

Organisational Accountabilities

RMIT University is committed to the health, safety and wellbeing of its staff. RMIT and its staff must comply with a range of statutory requirements, including equal opportunity, occupational health and safety, privacy and trade practice. RMIT also expects staff to comply with its policy and procedures, which relate to statutory requirements and our ways of working.

Appointees are accountable for completing training on these matters and ensuring their knowledge and the knowledge of their staff is up to date.

Key Accountabilities

- Develop, implement and execute Activator's overarching marketing strategy, including audience segmentation, campaign design, stakeholder relationships, channel identification and strategies, sales and brand, which are designed to translate into product and program impact.
- Develop a strategic marketing approach to support delivery of selected new Activator products and projects
- Lead all in-house and outsourced design, marketing and communications (team) management, including oversight, workload planning and prioritisation, quality assurance and process improvement.
- Oversee Activator's brand and asset management including the creation and implementation of a central asset repository that is user centric, easily accessible for all staff and frequently updated and audited.
- Manage and develop new and existing internal and external stakeholder engagement activities, including communications, project updates and digital media management.
- Provide advisory support and guidance to Activator leadership team in shaping long term strategic marketing needs.
- Identify the need for new policies, processes and procedures across the team, supporting Activator leaders in their implementation.

- Identify improvement opportunities for and be able to report on core business processes, performance/impact monitoring and measurement, tools/systems/reports and resource utilisation to support the business strategy.
- Responsible for the further deployment, management and segmentation of Salesforce across Activator in line with RMIT's broader data policies. Set the agenda and develop a maturity framework across our product suite that increases the quality, usage and depth of our data.

Key Selection Criteria

1. Demonstrated experience in conceptualising, developing, reviewing and executing strategic marketing and brand projects in complex environments.
2. Outstanding relationship building and negotiation skills, including the ability to work effectively with a wide variety of people including university academic staff and professional staff, external stakeholders, students and more.
3. Demonstrated excellent written, interpersonal, communication and negotiation skills, with the ability to influence at various levels and strong attention to detail.
4. Demonstrated leadership and management of key stakeholders in order to achieve desired outcomes.
5. Strong diagnostic, analytical and problem-solving skills and demonstrated ability to develop innovative and creative solutions.
6. Ability to work autonomously and make judgements autonomously, as well as acumen to know when to seek consultation.
7. Familiar with CRM management as well as relevant design programs, formats, processes and management techniques, including the ability to implement and optimise processes
8. Experience working in cross-functional agile teams as well as managing direct reports.

Qualifications

Undergraduate qualification in marketing, communications or business management.
Minimum of 5 years relevant experience in the field.

Note: Appointment to this position is subject to passing a Working with Children check.

Endorsed:	Signature: Name: Title: Date:	Approved:	Signature: Name: Title: Date:
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