

## Job Description – Lecturer, Digital Marketing

### Position Details

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<b>Position Title:</b>	Lecturer, Digital Marketing
<b>Division/ School:</b>	School of Business and Management
<b>Department:</b>	Department of Management
<b>Campus Location:</b>	Based at the Saigon South campus, but may be required to work and/or be based at other campuses of RMIT Vietnam.
<b>Job Grade/ Classification:</b>	Lecturer
<b>Time Fraction:</b>	1.0

### RMIT University

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RMIT is a global university of technology, design and enterprise. Our mission is to help shape the world through research, innovation, teaching and engagement, and to create transformative experiences for our students, getting them ready for life and work. One of Australia's original educational institutions founded in 1887, RMIT University now has 82,000 students including 12,000 at postgraduate level.

The University enjoys an international reputation for excellence in professional and practical education, applied and innovative research, and engagement with the needs of industry and the cities in which we are located. 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.

RMIT prides itself on the strong industry links it has forged over its 129-year history. Collaboration with industry is integral to the University's leadership in applied research and education, and to the development of highly skilled, globally focused graduates. We are a 5-Star university under the QS Stars international evaluation system, and are 21st in the world among universities less than 50 years old (2015 QS Top 50 Under 50 index).

RMIT is ranked among the world's top universities in 23 of 38 assessed subjects (and all five faculty areas) featured in the 2017 QS World University Rankings by Subject. RMIT features among the world's top 100 ranking in the 2017 QS subject rankings in Art and Design; Architecture and the Built Environment; Computer Science, Information Systems, Engineering (Civil and Structural); Engineering (Electrical and Electronic); Communication and Media Studies, Education, Business and Management Studies, and Development Studies. The University's research was rated "well above world standard" in 13 research fields and "above world standard" in a further nine fields in the 2015 Excellence in Research for Australia evaluation. In the 2017 QS Graduate Employability Rankings, RMIT is ranked seventh in Australia and 71-80 in the world on the basis of employer reputation, alumni outcomes, partnerships with employers, employer-student connections and graduate employment rate.

[www.rmit.edu.au](http://www.rmit.edu.au)

### RMIT Vietnam

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RMIT International University Vietnam (RMIT Vietnam) is a campus of RMIT University. RMIT Vietnam is creating an innovative research, teaching and learning culture. We are committed to providing internationally recognised high-quality education and professional training for our students, clients and members of the community.

As an internationally recognised Australian university based in Asia, RMIT Vietnam assists in the development of human resources in Vietnam and the region by providing opportunities for students from around the world to belong to an international educational community that supports them to achieve their potential in an increasingly globalised world.

Degrees are awarded by RMIT University in Australia, allowing Vietnamese students to receive an overseas education without having to leave home. 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. RMIT Vietnam is an English speaking university and all teaching is in English.

[www.rmit.edu.vn](http://www.rmit.edu.vn)

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## Position Summary

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The Lecturer is expected to contribute to the teaching and research efforts of the University, in disciplines related to their field of expertise. Specifically, the Lecturer is responsible for carrying out teaching activities within undergraduate, Masters and Graduate Diploma programs and for maintaining and advancing their scholarly, research and/or professional capabilities. The Lecturer is also expected to actively promote the program by establishing and maintaining memberships, links and partnerships with academic, industry and professional communities. The Lecturer is expected to work collaboratively and collegially with fellow academics within the teaching team, and update colleagues and students on developments in their subject area or specialisation. The Lecturer may be responsible for course coordination.

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## Reporting Line

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Reports to:                    Discipline Lead, Digital Marketing

Indirectly reports to:     Head of Department, Management

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## Organisational Accountabilities

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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.

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

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## Key Accountabilities

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- Undertake independent teaching at undergraduate, honours and postgraduate level including: designing, conducting and moderating assessment; implementing improvements informed by course evaluation activities and student feedback.
- Undertake independent professional activities, scholarship and/or conduct high quality research activities appropriate to the profession or discipline including: managing individual projects within timelines and budgets and ensuring compliance with quality and reporting requirements; publishing research results in high quality outlets as lead or co-author; preparing and submitting external research funding applications; and supervising higher degree by research candidates.
- Undertake administration duties, which may include course coordination role or management of a small award program.
- Adhere to the requirements of the Academic Expectations and Development Framework of RMIT Vietnam.

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## Key Selection Criteria

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1. PhD or equivalent relevant Doctoral qualification
2. Demonstrated ability to prepare and deliver programs at undergraduate and post-graduate levels, including online delivery, and the ability to produce high quality curriculum or program materials.
3. Ability to undertake course coordination role.
4. Demonstrated capacity to work effectively with and to negotiate sensitively with students especially on issues related to effective learning.
5. Emerging track record and recognition for quality research outputs which will contribute to existing Discipline and School research areas evidenced by publications, development of new research initiatives, competitive research funding, and industry links.
6. Demonstrated ability to supervise higher degree by research candidates.
7. Ability to build effective networks with colleagues and generate alternative funding projects through effective liaison with industry and government.
8. Excellent interpersonal and communications skills appropriate for interacting with higher degree by research candidates, staff and industry, together with a strong commitment to teamwork and multidisciplinary collaboration.
9. Recent and sustained performance regarding student outcomes, student experience and feedback; combined with experience and skill in a range of teaching settings.
10. Ability to operate within own discipline and cross-disciplinary/multidisciplinary teams to achieve department and University strategic outcomes.

- 11. Ability to work with external partners, industries, organisations and communities and can operate effectively to address complex issues or seek opportunities
- 12. Ability to motivate, develop and inspire others through discipline leadership in the University environment
- 13. Ability to display appropriate behaviours in line with the position as per the RMIT Behavioural Capability Framework (Connectedness, Commitment to Excellence – Improve and Simplify; Imagination and Innovation; Impact; Inclusion; Agility).

**English Proficiency**

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English is the language of teaching and communication at RMIT Vietnam. For this role, the minimum requirement is IELTS (Academic) with a score of at least 7.0 (or equivalent, as outlined in the Recruitment, Selection and Onboarding Guidelines).

For Higher Education roles, English Language Proficiency may also be proven by having completed PhD studies while being instructed through the medium of English, and proof of teaching in an English-speaking environment during the previous 24 months.

**Work Permit**

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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.

<b>Endorsed:</b>	Signature: Name: Title: Date:	<b>Approved:</b>	Signature: Name: Title: Date:
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