

Job Description – Lecturer in Public Relations

Position details

Position title:	Lecturer in Public Relations
Division/ School:	School of Communication & Design
Department:	Department of Communication
Campus location:	Based at Saigon South or Hanoi campus and expected to work at other RMIT Vietnam campuses as required
Job grade/ classification:	Lecturer
Time fraction:	Full time/Part time (negotiable)

RMIT University

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 cities in which we are located. With three campuses in Melbourne, three in Vietnam (Hanoi, Ho Chi Minh City, Da Nang) and a centre in Barcelona, Spain, RMIT is a truly global university which also offers programs through partners across Asia and Europe.

RMIT is a 5-star university under the QS Stars international evaluation system and it prides itself on the strong industry links it has forged over its 130-year history. RMIT ranks in the world's top 400 in the 2018 Academic Ranking of World Universities and in the world's top 500 in 2018 Times Higher Education World University Rankings. Furthermore, RMIT is among the world's top 100 universities in disciplines including Communication and Media Studies; Business and Management Studies; Accounting and Finance; and Computer Science and Information Systems.

RMIT Vietnam is an English-speaking university. Degrees are awarded by RMIT University in Australia and 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. See www.rmit.edu.vn

RMIT Vietnam, School of Communication & Design

The School of Communication & Design is committed to providing an international learning environment that encourages cultural awareness, critical thinking, experimentation and, above all, the ability to think differently.

Our students develop the competence, confidence and professionalism needed for successful careers in communication, design, fashion, film and video, and languages. See <https://www.rmit.edu.vn/our-schools-centres/school-communication-design>

The Bachelor of Communication (Professional Communication) is the largest undergraduate program within the School of Communication & Design and is offered at both our Saigon South and Hanoi City campuses. The program comprises strands in public relations, advertising and media/contextual studies. Such is the quality of our students that they took first and second place in the Integrated category of the Vietnam Young Spikes Competition 2018. It's no surprise that our graduate employment rate is exceptionally high. See <https://www.rmit.edu.vn/programs/bachelor-communication-professional-communication>

Position summary

We seek an experienced Lecturer to help grow the public relations strand against the exciting background of Vietnam's rapidly growing economy. In response to sector trends, input from industry partners and as a result of a recent program review, we are particularly interested in applicants with up-to-date experience including any combination of social network strategy, SEO, metrics/analytics, content marketing, influence and/or other related specialisations. Skills in content creation for online/mobile/social will also be considered favourably. A strong

understanding of the cultural context of communication and sensitivity to contemporary communication challenges - including social responsibility, ethics and accountability - will also be considered.

A flexible attitude and a range of skills related to the conceptualisation, execution and evaluation of PR and communication courses is a must, as well as the capability and competence to teach and coordinate a range of relevant courses. The appointee is expected to actively promote both the program and the School through membership of - and links to - academic and professional networks. The appointee may be expected to contribute to other programs within the School of Communication & Design.

The appointee will be located at RMIT's Saigon South or Hanoi campus and will be expected to travel to other RMIT Vietnam campuses as required. We are happy to consider either a full- or part-time position.

Key selection criteria

- **Lecturer:** PhD or equivalent relevant doctoral qualification from a recognised institution.
- **Associate Lecturer:** we may consider an application from an emerging academic who is in the final stages of relevant doctoral study. In this instance, a relevant completed master's degree from a recognised institution is required.
- Up-to-date experience in any combination of social network strategy, SEO, metrics/analytics, content marketing, influence and/or other related PR specialisations. Skills in content creation for online/mobile/social will be considered favourably.
- Demonstrated ability to prepare and deliver undergraduate courses including the production of high-quality online or offline teaching activities and support materials.
- Demonstrated range of skills relating to the conceptualisation, execution and evaluation of courses, including the capability and competence to teach a range of media/communication/cultural studies courses.
- Evidence of achieving course learning outcomes and positive student experiences.
- Demonstrated capacity to undertake course coordination and to cooperate effectively with colleagues.
- Track-record of relevant research activity and peer-reviewed outputs or equivalent.
- Professional experience in the communication/media sector or equivalent is preferred.
- Ability to display appropriate behaviours in line with the RMIT Behavioural Capability Framework (Connectedness, Commitment to Excellence; Imagination and Innovation; Impact; Inclusion; Agility).

Key accountabilities

- Undergraduate teaching including designing, conducting and moderating assessment; implementing improvements informed by peer review, course evaluation and/or student feedback.
- Professional activities and/or peer-reviewed research activities appropriate to the discipline including publishing research results in high-quality outlets as lead or co-author.
- Initiate and deliver programs to develop the teaching and/or research skills of academic and professional staff.
- Membership of committees, working parties or other service duties as required.
- Adhere to the Academic Expectations and Development Framework of RMIT Vietnam.

Reporting line

Direct report: Senior Program Manager, Professional Communication

Indirect report: Deputy Head of School, School of Communication & Design

English language proficiency

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 (with no individual competency score in speaking, reading, writing, listening, less than 6.5).

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 over the previous 24 months.

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

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 has zero tolerance of non-adherence to the immigration laws of Vietnam.

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