



## Job Description – Internal Communications Advisor

### Position Details

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<b>Position Title:</b>	Internal Communications Advisor
<b>Division/ Centre:</b>	Operations
<b>Department:</b>	UniComms
<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>	PS7
<b>Time Fraction:</b>	Full-time

### RMIT University

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RMIT is a global university of technology, design and enterprise in which teaching, research and engagement are central to achieving positive impact and creating life-changing experiences for our students.

One of Australia's original educational institutions founded in 1887, RMIT University now has 87,000 students including 12,000 at postgraduate level.

The University enjoys an international reputation for excellence in professional and vocational education, applied and innovative research, and engagement with the needs of industry and the community.

With three campuses in Melbourne (City, Brunswick and Bundoora), two in Vietnam (Hanoi and Saigon South, plus an English Language centre in Danang) and a research centre in Barcelona, Spain, RMIT is a truly global university. RMIT also offers programs through partners in Singapore, Hong Kong, mainland China, Indonesia and Sri Lanka, and enjoys research and industry partnerships on every continent.

RMIT prides itself on the strong industry links it has forged over its 130-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.

In the 2016 QS World University Rankings by Subject, RMIT is 16th in the world (highest ranked in Australia) in Art and Design, and 36th in the world (fourth highest in Australia) in Architecture and the Built Environment. 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).

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

### RMIT Vietnam

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RMIT 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 is assisting in the development of human resources capability in Vietnam and the wider 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 vocational English through to undergraduate, post-graduate and Ph.D. programs. All teaching at RMIT Vietnam is in English.

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

## Position Summary

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Reporting directly to the Head of Communications Vietnam, the Internal Communications Advisor manages the delivery of the University's communications to employees in Vietnam. The position requires a considerable level of engagement across the University, strategic planning and messaging, advising stakeholders on content creation and communications counsel, coordinating delivery across multiple channels and reporting for stakeholder engagement and continuous improvement. Our employees are what makes RMIT such a fantastic University, and so it is critical we foster the passion and engagement of our staff and help them connect the red thread of their work to our purpose and impact globally.

The position works directly with the Internal Communications Coordinator (who focuses on executing the content in the channels) and with others in the UniComms team to share information and collaborate – both across teams and campuses in Vietnam, and with our Internal Communications colleagues in Australia.

## Reporting Line

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Reports to: Head of Communications Vietnam

Direct report: TBC

## Key Accountabilities

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### Stakeholder Management

- Build strong collaborative relationships with professional and academic stakeholders in the University across Vietnam campuses and with Melbourne.
- Work closely with stakeholders to identify early the opportunities and the need for support to communicate effectively with staff in accordance with the Internal Comms Strategy.
- Report back to stakeholders regularly with metrics and success, including staff feedback and metrics, and look for continuous improvements throughout the cycle.
- Understand that the leadership team is a key stakeholder group for supporting the central RMIT Vietnam narrative and employee value proposition.
- Be the Internal Communications expert – to provide service to stakeholders in understanding the best channel to use or sequence of channels to meet their needs and in line with the University's needs.

### Strategic Communications Planning and Development

- Work with stakeholders to develop a coordinated schedule of high-impact employee communication campaigns throughout the year, ensuring staff receive the right information at the right time
- Design internal communication campaigns together with Internal Communication Coordinator both locally and globally.
- Advise stakeholders on the deployment of these campaigns across multiple channels, ensuring communications are aligned with the University's key messages and branding, and follow best practices.
- Create, edit and approve communication content before it's published to ensure strategic prioritisation of messages within the corporate framework.
- Provide advice to Head of Communications regarding employee issues and opportunities for communications outcomes and solutions.
- Oversee management of existing internal comms channels (including development of content and graphics) as well as potentially develop new ones to continually monitor and improve the employee experience across all campuses (based on data).
- Work collaboratively with colleagues in Hanoi on content and channels, and with Social Media colleagues, for a combined outcome. Work closely with production, external comms and student comms to ensure a shared outcome.
- Build and maintain working relationships with key stakeholders to identify student success stories, and when required, write news stories.

- Develop and maintain strong working relationships with colleagues across all Schools and Divisions.
- Ensure all internal communication content on University channels is accurate, effective, culturally sensitive, accessible, and conform to RMIT’s communications and branding guidelines.
- Be the Yammer champion and governance point for RMIT Vietnam, and the strategic owner of Leader Life @ RMIT Vietnam, the intranet, townhalls, and the Staff Update. Support the Head of Communications with internal communications requirements including input into the Chairman’s Wrap and key strategic communications.

**Project Management**

- Act as the UniComms central point of communication planning for projects/initiatives unless the project is student-impacting solely. In most cases, you will be the Project Comms Lead.
- Business Partner successfully with all University projects where internal communications are required, through the development of strong project plans, agreed key messages, change management considerations and channel plans.
- Provide regular, simple and clear reporting on internal comms activities from projects and BAU back to the wider Vietnam UniComms team and to the Global Comms team and Internal Comms team in Melbourne.
- Provide high-level coordination and support to enable effective communication to additional audiences on projects as required.

**Key Selection Criteria**

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1. An undergraduate degree in professional communication, public relations, corporate communication.
2. At least five years of experience working in a corporate communications environment, with a strong background in coordinating and delivering communications projects and campaigns across multiple channels, multiple audiences for multiple-level stakeholders.
3. Excellent communication skills, both written and oral, in English and (an advantage) in Vietnamese, communicating with precision and with sensitivity to the need for clear and unambiguous communication with employees. With sound professional writing and editing skills and a keen eye for detail.
4. Excellent organisational and planning skills, along with strong stakeholder management and relationship building skills including negotiation and influencing skills.
5. Ability to collect, analyse and synthesise information into context and deliver solutions and deal with complex situations or changes.
6. A good team player with ability to work effectively in teams or autonomously.
7. Demonstrated working knowledge of the higher education sector (an advantage)

**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 with a score of at least 165 in Linguaskills (or equivalent).

**Organisation 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.

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