

Position Description – Content Coordinator

Position Details

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| Position Title: | Content Coordinator |
| Position Number: | NEW |
| Portfolio: | Engagement and Vocational Education |
| School/Group: | Global Marketing and Student Recruitment |
| Campus Location: | Based at the City campus, but may be required to work and/or be based at other campuses of the University. |
| Classification: | HEW 6 (Salary Schedule: http://www.rmit.edu.au/browse;ID=ewhlt73t01) |
| Employment Type: | Fixed Term |
| Time Fraction: | 1.0 |

RMIT University

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 83,000 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 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 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.

We are a 5-Star university under the QS Stars international evaluation system, and are 16th in the world among universities less than 50 years old (2016–17 QS Top 50 Under 50 index).

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).

Our research was ranked among the best in the world in the 2015 Excellence in Research for Australia evaluation. RMIT was rated "well above world standard" in 13 fields and "above world standard" in a further nine fields.

College/Portfolio/Group

The Engagement and Vocational Education (E&VE) Portfolio leads and coordinates the University's industry engagement, marketing, vocational education and domestic and international student recruitment.

E&VE is led by the Deputy Vice Chancellor (Engagement and Vocational Education). The business units within E&VE portfolio are: Global Marketing and Student Recruitment, Communications, Industry Business Development, the Office of Executive Director Vocational Education and Planning and Resources.

The Global Marketing and Student Recruitment Group's vision is to bring to life RMIT's 2020 strategy by putting the student at the centre of everything we do, creating a differentiated brand proposition, developing integrated deep insights for all of our global students, and cultivating a differentiated and relevant service experience for those segments

www.rmit.edu.au

Position Summary

The Content Coordinator is responsible for creation, optimisation and personalisation of digital content for RMIT University's key acquisition and brand campaigns.

The role requires excellence in writing, editing and digital content management, as well as the ability to assist with coordinating a wide range of projects within Global Marketing and Student Recruitment.

The Content Coordinator works with and provides support to the Manager Content.

Reporting Line

Reports to: Manager Content

Direct reports: Nil

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

- Create, optimise and personalise digital content.
- Oversee the coordination/scheduling of content queries and jobs, including key high visitation pages.
- Create content that is aligned to the brand and suits channel/audience objectives.
- Provide content advice for quality writing and editing as required.
- Respond directly to queries and requests, by sourcing information and experts.
- Act as the central content point for liaison.
- Curate, manage and write content for hard copy publications as required.

Key Selection Criteria

1. Proven strategic writing experience for marketing, communications or news media.

2. Demonstrated ability to determine potential opportunities to promote RMIT and its staff and students, via – traditional and digital channels.
3. Demonstrated ability to edit complex documents; manage editorial tasks for print and the web; and train staff in processes and procedures.
4. Excellent written and verbal communication skills, including editing and proof-reading.
5. Good project management skills and ability to manage multiple simultaneous projects; excellent customer service skills.
6. Strategic thinking and problem solving skills and ability to contribute creatively.
7. Proven commitment to collaboration and team work.
8. Good interpersonal skills and a demonstrated ability to establish and maintain effective professional relationships, and provide constructive feedback to stakeholders – internal and external, etc.
9. High degree of computer literacy, including Microsoft platforms and content management systems.

Qualifications

Tertiary qualification in journalism, marketing, communications or a related field, or a qualification in professional writing and editing will be highly regarded. Experience with the following content management platforms preferred: Adobe Experience Manager, Adobe Target, Adobe Audience Manager, Adobe Analytics.

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