Position Description

Position Details

**Position Title:** Digital Communications Coordinator  
**Division:** Operations and Planning  
**Department:** Marketing and Communications  
**Campus Location:** Based in Ho Chi Minh city but may be required to work at other campuses of RMIT Vietnam.  
**Job Grade / Classification:** PSV05  
**Time Fraction:** full-time: 1.0 (40 hours per week)

RMIT University

RMIT is a global university of technology and design, focused on creating solutions that transform the future for the benefit of people and their environments. We are global in attitude, action and presence; urban in orientation and creativity; and connected through active partnerships with professions, industries and organisations.

RMIT University enjoys an international reputation for excellence in professional and practical educational programs and high quality outcome-oriented research.

One of Australia's original educational institutions founded in 1887, RMIT is now the nation's largest tertiary institution. The University offers an extensive range of postgraduate, undergraduate and vocational programs.

RMIT has three Melbourne campuses – in the central business district and in Brunswick and Bundoora in the city's northern suburbs – and campuses in Hanoi and Ho Chi Minh City in Vietnam. With significant partnerships in Hong Kong, China, Malaysia and Singapore, RMIT has a strong educational presence in the Asia-Pacific region. The University's total student population of 74,000 includes 30,000 international students (onshore and offshore).

RMIT is a leader in technology, design, global business, communication, global communities, health solutions and urban sustainable futures, and is ranked in the top 100 universities in the world for engineering and technology in the 2010 QS World University Rankings. [www.rmit.edu.au](http://www.rmit.edu.au)

RMIT Vietnam

RMIT International University Vietnam is the Asian campus of RMIT University. RMIT Vietnam is creating an innovative research, teaching and learning culture. It is committed to providing internationally recognised high-quality education and professional training for its 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)

Position Summary

This position is responsible for the coordination of RMIT Vietnam's internal and external online and digital content. The role requires awareness of and execution across a range of digital platforms including but not limited to the Internet; intranet; blogs, video and social media channels. The digital communications coordinator is responsible for updating and coordinating all content in accordance with the overarching strategic marketing direction for the University and ensuring appropriate and effective representation of the brand. They need to review online content
reports for both effectiveness and to measure the success of campaigns, through web traffic, CPC, page views, time-on-page and bounce rates.

**Reporting Lines**

Reports operationally to: Senior Marketing Manager

Reports functionally (where applicable) to: Nil

List by title positions which report directly to this position: Nil

**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.

**Key Accountabilities**

1. Coordinate the creation, uploading and management of all content across RMIT Vietnam's digital channels, particularly using the Drupal content management system (CMS)

2. Coordinate online marketing campaigns to ensure consistency across all digital channels and in accordance with the full media and marketing plans for use in a wide variety of external media, with particular reference to content for online communication platforms including the RMIT Vietnam website, external digital news sites and topic specific forums.

3. Provide accurate interpretation and translation services between Vietnamese and English written content, ensuring that tone and information are:
   a. consistent
   b. accurate and
   c. effective across both languages.

4. Coordinate content with commitment to maximising SEO and SEM opportunities

5. Generate Google analytics reports to identify web traffic, and identify content for ‘stickiness’ to reduce bounce rates and engage readers as appropriate to the page communication objectives

6. Explore options for conversion to mobile technologies including apps and other devices as appropriate to the changing trends in Vietnam

7. Liaise with IT Services and the Creative Services Manager to ensure effective display of all online content via the RMIT VN website, intranet and blogs (as appropriate).

8. Play a proactive role in making recommendations about opportunities in the online space to manage the University’s public profile and reputation and promote its achievements

9. Coordinate and maintain information archives and filing systems

10. Provide other support as defined by the Senior Marketing Manager or the Director, Marketing and Communications.
Key Selection Criteria

A: Qualifications and Pre-requisites

**Mandatory**
A bachelor degree

If English is not your first language, then evidence of a General IELTS Band Score of 6.5 (or equivalent) during the last two years should be provided.

**Preferred**
A tertiary qualification in a professional communication field such as public relations, advertising, marketing or similar, is preferred.

B: Employment/Professional Experience

**Mandatory**
1. Demonstrated knowledge of content management for online communications using a range of media platforms
2. Demonstrated familiarity with basic editing and updating functions required for online platforms such as the intranet and/or public websites. Experience or demonstrated understanding of Drupal will be looked upon favourably.
3. Experience in creating content for website, intranet, blogs and forums for the purposes of marketing or commercial activities

**Preferred**
1. Demonstrated knowledge of basic design and presentation concepts (Some prior contact with design software and its use will be particularly valued.)

C: Competencies - skills, knowledge, abilities

**Essential**
1. Demonstrated knowledge and capability to review, analyse and interpret Google analytics and other metric based tools to effectively manage content for success
2. Demonstrated professionalism, attention to detail and accuracy.
3. Demonstrated understanding of key aspects of interpretation between English and Vietnamese languages in both the written and the spoken word.
4. Demonstrated ability to work effectively under time pressure and to specified deadlines
5. Demonstrated ability to work effectively under ambiguous circumstances
6. Demonstrated ability to work independently and as part of a team
7. Demonstrated organisational skills. (Demonstrated organisational skills in communication-oriented and/or time-critical environments will be particularly valued.)

**Preferred**
1. Demonstrated experience in the use of a range of basic software programs, including at least intermediate knowledge of Microsoft PowerPoint, Microsoft Word, Microsoft Excel, Microsoft Outlook, and Photoshop.
2. Demonstrated commitment to continuous improvement and desire to learn and develop professionally.
3. Some knowledge or interest in the education sector.

**Note:**
For foreign staff, appointment to this position is subject to the ability to obtain a Vietnamese work permit. For all staff, appointment is subject to satisfying the English language standards relevant to the position.
This position description is current as at the date of approval. It may change from time to time to reflect operational needs and changes to organisational reporting relationships.

| Endorsed: | Name: Robyn McCutchan  
| Signature: | Title: Director Marketing & Communications  
| Signature: | Date: 15 October 2012  
| Approved: | Name:  
| Signature: | Title:  
| Signature: | Date: |