Position Details

**Position Title:** Market Research Assistant  
**Division:** Operation & Engagement  
**Department:** Student Recruitment & Marketing  
**Campus Location:** Based in HCMC but may be required to work at other location of RMIT Vietnam.  
**Job Grade / Classification:** PS4  
**Time Fraction:** 1.0

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**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 a campus in Vietnam with locations in Ho Chi Minh City and Hanoi. 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)

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**RMIT Vietnam**

RMIT International University Vietnam (RMIT Vietnam) is a 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

Research Assistant will perform all tasks related to setting up, collecting, processing and analysing data for market research projects designed by the Special Projects & Research Manager. These tasks involve using various research methodologies and tools including qualitative and quantitative interviews, desk research and online surveys. He/she will be part of the Student Recruitment & Marketing team.

Reporting Lines

Reports operationally to: Special Projects & Research Manager

Reports functionally (where applicable) to: None

List by title positions which report directly to this position: None

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. Participate in data collection, processing and programming
2. Process and verify data using SPSS, MS Excel, C# and MS SQL Script
3. Maintain and improve data usability; continuously evaluate content and format of produced data tables, charts and databases to be more user friendly
4. Maintain a data storage system on a designated location for all past, current and future market research projects
5. Participate in fieldwork implementation and supervision of fieldwork quality to ensure the integrity of data.
6. Search internet and file relevant databases for required information and check for the accuracy by using trustful sources of references.
8. Produce market research reports using report templates provided/designed by Special Projects & Research Manager
9. Maintain communication with research manager to identify research solutions
10. Perform other duties as required by the Special Projects & Research Manager

Key Selection Criteria

A: Qualifications and Pre-requisites

Mandatory
1. College/university degree (preferably in IT/Statistic/Natural science or related topics)

Preferred

B: Employment/Professional Experience

Mandatory
1. Experience in C#, MS SQL
2. 3+ years of experience in relevant marketing or marketing research areas

**Preferred**
1. Work experience in a Market Research Agency is preferred

**C: Competencies - skills, knowledge, abilities**

**Essential**
1. Full understanding of statistical functions in QPS; expert in QPS, SPSS, Quantum
2. Good time management skills / project management skills.
3. Good data analysis / interpretation skills
4. Good knowledge of marketing principles and concepts
5. Strong knowledge of internet and computer application skills
6. Ability to learn and apply new applications and tools offered on the internet
7. A sound knowledge of internet search engines, databases and how to optimize searches
8. An in depth knowledge of databases, academic sites, think tanks, online journals and research/education magazines
9. Good attitude and ability to work independently, as well as part of a team
10. Candidate is expected to manage multiple tasks and schedules
11. Good knowledge of Microsoft Office including Excel and PowerPoint
12. Strong technical, analytical and problem solving skills.
13. Ability to communicate fluently in English
14. Detail oriented and quality driven

**Desirable**
Good project management skills; proven ability to cope with multiple projects and proven ability of good time management

**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.

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