Position Description

Position Details

**Position Title:** Online Marketing 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:** PS5  
**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 an Asian hub 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 Online Marketing Coordinator is responsible for the coordination of RMIT Vietnam’s internal and external online and digital presence so as to increase brand awareness and drive growth in student enrolments for the University. They are required to provide considered advice relating to digital campaigns and measure the impact of spend in driving traffic to key information channels such as the RMIT Vietnam website, blogs or RMIT Vietnam’s Student Recruitment consultants. The role requires awareness of and execution across a range of
digital platforms and an understanding of consumer behaviour in using online platforms for gathering information and sharing consumer-based brand experiences.

The Online Marketing Coordinator is responsible for coordinating all web content updates in accordance with the overarching strategic marketing direction for the University and ensuring appropriate and effective representation of the brand and messages across all digital platforms. They need to review online content reports for general effectiveness and to measure the success of specific campaigns, through web traffic, CPC, page views, time-on-page and bounce rates.

**Reporting Lines**

Reports operationally to: Senior Writer (Marketing and Internal Communications)

Reports functionally (where applicable) to: Nil

List by title positions which report directly to this position: Digital Marketing Officer

**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. Develop, implement and measure effective strategy and tactics for online marketing communications in line with the RMIT Vietnam Strategic Marketing Plan and for the purposes of driving brand awareness and enrolment growth for RMIT University Vietnam

2. Coordinate specific online marketing campaigns across all digital channels and in accordance with RMIT Vietnam’s full media and marketing plans for use in a wide variety of external media. This includes a particular focus on the RMIT Vietnam website, external digital news sites, social networks and topic-specific forums, amongst others. Online campaigns should take into account market segmentation and consumer buyer behaviour regarding information collection and sharing

3. Coordinate all content across RMIT Vietnam’s online and digital channels in collaboration with the Senior Writer (Marketing and Internal Communications) and Marketing Communications Manager, and in line with the RMIT Vietnam Strategic Marketing Plan

4. Act as a content gatekeeper to ensure that tone and information across the English and Vietnamese content on all online platforms is:
   a. consistent
   b. accurate and
   c. effective

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

6. Generate, interpret and use Google analytics reports to identify web traffic, identify content for ‘stickiness’ to reduce bounce rates, and engage readers as appropriate to the communication objectives of the page with a view to improving future online marketing and communication activities

7. Create content calendars and timelines to ensure that online marketing activities effectively support and enhance traditional marketing and communication activities in a timely manner

8. Work with the social media committee to help develop social media strategy and tactics that support marketing and communication objectives

9. Liaise with ICT Services and the Creative Services Coordinator to ensure effective display of all online content via the RMIT Vietnam website and other digital platforms
10. 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

11. Coordinate the maintenance of information archives and filing systems

12. Liaise with RMIT ICT Services to select and coordinate the format and adaptation of content for use on mobile technologies including apps and other devices

13. Provide other support as defined by the Senior Writer (Marketing and Internal Communications) or the Director, Marketing and Communications

Key Selection Criteria

A: Qualifications and Pre-requisites

Mandatory

1. A bachelor degree

2. If English is not your first language, then evidence is required to demonstrate a minimum English language proficiency standard at a BULATS Upper Intermediate level- equivalent to IELTS (General ) 5.5- 6.5

Preferred

1. A tertiary qualification in a professional communication field such as public relations, advertising, marketing or similar

2. Fluency in Vietnamese language

B: Employment/Professional Experience

Mandatory

1. Demonstrated experience in creating, implementing and measuring effective strategy and tactics for online marketing communications to generate leads

2. Demonstrated familiarity and experience working on or with digital platforms such as online forums, social networks, online advertising, intranets and/or public websites

3. Demonstrated experience working with one or more content management systems

4. Demonstrated experience working as a service provider delivering effective online marketing solutions for key clients or internal stakeholders

5. Demonstrated success in meeting campaign targets through considered tactics designed to: a) address the needs of target customers and b) expose them to key features of your organisation’s product or service

Preferred

1. Demonstrated knowledge and experience with basic design and presentation concepts

2. Experience or demonstrated understanding of the Drupal Content Management System

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

2. Demonstrated professionalism, attention to detail and accuracy in handling content and relationships with clients

3. Demonstrated ability to work effectively under time pressure and to specified deadlines

4. Demonstrated flexibility to work in an ever-evolving environment

5. Demonstrated ability to work independently and as part of a team

6. Demonstrated organisational skills
7. Demonstrated experience (intermediate or higher) in the use of a range of software programs, including Microsoft PowerPoint, Microsoft Word, Microsoft Excel, Microsoft Outlook, and Adobe Photoshop

Preferred
1. Demonstrated organisational skills in communication-oriented and/or time-critical environments
2. Knowledge of converting content for mobile platforms
3. Demonstrated commitment to continuous improvement and desire to learn and develop professionally
4. 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 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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