



Position Description – Communications and Engagement Manager

Position Details

Position Title:	Communications and Engagement Manager
College/Portfolio:	International & Engagement Portfolio
School/Group:	RMIT Europe
Campus Location:	Based at the Barcelona Hub, Spain
Classification:	HEW 7
Employment Type:	Continuing/Ongoing contract
Time Fraction:	Full Time (37 hours per week)

RMIT University

RMIT is a multi-sector university of technology, design and enterprise with more than 96,000 students and close to 10,000 staff globally. The University's mission is to help shape the world through research, innovation and engagement, and to create transformative experiences for students to prepare them for life and work.

<https://www.rmit.edu.au/about>

<https://www.universitiesaustralia.edu.au/university/rmit-university/>

Our three main campuses in Melbourne are located in the heart of the City, Brunswick and Bundoora. Other locations include Point Cook, Hamilton and Bendigo, two campuses in Vietnam (Hanoi and Ho Chi Minh City) and a centre in Barcelona, Spain. RMIT is a truly global university.

<https://www.rmit.edu.au/about/our-locations-and-facilities>

We are also committed to redefining our relationship in working with, and supporting, Indigenous self-determination. Our goal is to achieve lasting transformation by maturing our values, culture, policy and structures in a way that embeds reconciliation in everything we do. We are changing our ways of knowing, working and being to support sustainable reconciliation and activate a relationship between Indigenous and non-Indigenous staff, students and community. Our three campuses in Melbourne (City, Brunswick and Bundoora campuses) are located on the unceded lands of the people of the Woi Wurrung and Boon Wurrung language groups of the eastern Kulin Nation.

Why work at RMIT University

Our people make everything at the University possible. We encourage new approaches to work and learning, stimulating change to drive positive impact. Find out more about working at RMIT University, what we stand for and why we are an Employer of Choice.

<https://www.rmit.edu.au/careers>

We want to attract those who will make a difference. View RMIT's impressive standings in university rankings.

<https://www.rmit.edu.au/about/facts-figures/reputation-and-rankings>

RMIT Europe

RMIT Europe is a creative and dynamic hub of RMIT university based in the heart of Barcelona. It is a centre that is successfully extending RMIT University's international engagement in Europe and strategically growing the university's collaborative research and education activity in Europe. RMIT Europe is led by the Executive Director on behalf of the RMIT Europe Board. It facilitates RMIT's collaboration in the development of innovative pan-European projects attracting global knowledge from Europe, Australia and Asia to deliver local impact.

The objectives for RMIT Europe are to:

- Act as a gateway between Europe and Australia and make an impact in the region through research and innovation and lifelong learning
- Strengthen RMIT's reputation and profile in Europe and globally
- Increase capacity and capability, with a focus on high impact European partnerships leveraging funding from the European Commission and other national and international sources
- Develop collaborative opportunities for education with European partners
- Facilitate international experiences for RMIT staff and students with European partners and grow opportunities for global work integrated learning for RMIT students
- Leverage and grow industry partnerships to support the quality and relevance of our education and to ensure the impact of our research

For more information, visit: <https://www.rmit.eu/> and click [here](#) for a list of current research projects

Position Summary

The Communications and Engagement Manager is responsible for the planning and implementation of all RMIT Europe communications targeted at multiple audiences including industry, government, research, alumni, students and media.

The role is accountable for content and campaigns from concept through to production including digital, video and thought leadership publications as well as the management of day-to-day activity on external channels and platforms including content management of the RMIT Europe website. External event ideation and delivery is also part of the role.

The Communications and Engagement Manager, working closely with the Associate Director, Planning and Engagement, serves as an advisor to internal stakeholders at RMIT Europe when it comes to communications needs and opportunities, working collaboratively across teams and developing integrated communications campaigns to drive external engagement.

Reporting Line

Reports to: Associate Director, Planning and Engagement

Direct reports: 1-3

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.

RMIT is committed to providing a safe environment for children and young people in our community. Read about our commitment and child safe practices. <https://www.rmit.edu.au/about/our-locations-and-facilities/facilities/safety-security/child-safety>.

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

- Develop and execute comprehensive communications strategies and campaigns for different target audiences.
- Create and curate engaging, relevant content tailored to various audiences, managing all development, production and publishing on RMIT Europe channels – ensuring alignment to RMIT brand and writing style. Editing and approving content created by other team members.
- Build and maintain strong relationships with key stakeholders to support communications campaigns, including industry, government, research, alumni, students and media.
- Plan and execute communications and marketing for events and other outreach and engagement activities.
- Track and report on key communication metrics, including conversion from reach to opportunity generation.
- Enhance RMIT Europe's brand positioning and focus on Regenerative Futures and underlying research themes.
- Lead and mentor communications and engagement professionals and collaborate with internal teams both at RMIT Europe and in Australia and Vietnam, ensuring alignment of communications efforts with overall organisational goals.
- Other tasks as guided by the Associate Director, Planning and Engagement.

Key Selection Criteria

1. Demonstrated ability in developing and implementing communications strategies for diverse audiences, especially in an educational context.
2. Proficient in content curation, creation and management across various platforms, including digital and social media.
3. Skilled in using data and analytics to inform communications decisions and evaluate campaign effectiveness.
4. Proven experience in effective communication and collaboration with diverse stakeholders, such as industry partners, funding organisations and internal teams.
5. Experience in developing and managing a brand, ensuring consistency across all channels.
6. Demonstrated leadership abilities with the capacity to mentor and grow a communications team.

Qualifications

- Bachelor or Master degree in Communications or Media
- High level proficiency in English

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