

Position Description – Lecturer, Public Relations

Position Details

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| Position Title: | Lecturer, Public Relations |
| College/Portfolio: | College of Design and Social Context |
| School/Group: | School of Media and Communication |
| Campus Location: | Based at the City campus, but may be required to work and/or be based at other campuses of the University. |
| Classification: | Academic Level B |
| Employment Type: | Continuing |
| Time Fraction: | 1.0 |

RMIT University

RMIT is a multi-sector university of technology, design and enterprise. 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. For more information on RMIT University follow the links below.

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

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

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

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>

College of Design and Social Context

RMIT's College of Design & Social Context brings together creative and practical study in the fields of design, technology and society.

Comprised of nine schools, the College encompasses a wide variety of disciplines of the built environment, education, media & communication, global & social studies and across all fields of art and design. It is this breadth of expertise and the shared commitment to addressing the most urgent challenges and opportunities of our time through interdisciplinary collaboration that gives the College its unique identity.

Our work makes substantive contributions to sustainability and regenerative futures, global and social justice agendas and exploring the nexus of technology and the human experience.

We seek to deepen our understanding and offer possible paths forward for society by addressing these issues with imagination, rigour, and practicality. We do this through excellence in education and research that is future-focused, industry-connected and community engaged.

With over 21,000 students in Australia and Vietnam – from undergraduate students to PhD candidates – learning and researching with a team of over 1000 academics, we are dedicated to fostering an environment that advances knowledge and transforms professional practice. Through our highly respected research centres, groups and international partnerships, the College is having an impact globally with agenda-setting research that informs government policy, supports industry innovation and advances creative practice.

The College has a significant presence in Asia and Europe through higher education programs and active research projects. This includes programs at RMIT's Vietnam campus and with partner organisations in Singapore and Hong Kong, and research activity at RMIT Europe, the University's innovation hub in Barcelona.

The College is recognised globally for its standing across numerous fields with Art and Design maintaining its number one spot in Australia and the Asia-Pacific, and 19th globally, in the 2023 QS World Rankings by Subject. Architecture and the Built Environment ranks second in Australia and 25th globally while Communications and Media Studies is ranked fourth in Australia and in the top 50 globally.

For more information see [www.rmit.edu.au/dsc]www.rmit.edu.au/dsc

School of Media and Communication

The School of Media and Communication pushes the boundaries of digital knowledge creation and future-focused practice. The School has a deep engagement with industry and the community that allows research and teaching to respond creatively and innovatively to global conditions.

In the most recent QS Rankings by Subject, RMIT was ranked 37th in the world for Communications and Media Studies.

The School is home to a vibrant community of practitioners, theorists and thinkers in communication, creative writing and publishing, screen, culture, digital ethnography, new media, journalism, public relations, advertising and music industry. The School has a strong international focus set to drive careers to succeed in the global context with programs and courses offered in Melbourne, Vietnam and Singapore.

The School embraces agility and flexibility to drive a field that is always evolving with emerging specialisations and new roles in an increasingly changing world. Extending the reach for excellence, teaching spaces have been adapted to meet world-class standards.

Partnership with industry and the community ensures we keep abreast of changing industry needs and new technologies of teaching and learning, supporting students in moving fluently between the classroom, the studio and the workplace. Work integrated learning is just one way of many in which the mutual benefits of industry and community partnerships are realised, connecting students directly to real-world projects that result in tangible outcomes.

A multidisciplinary network of research endeavour brings together experts across disciplines. Adopting a creative, critical and playful attitude to research, celebrating disciplinary diversity and leading in the development of practice-led approaches.

In the most recent Excellence in Research for Australia (ERA) ranking, RMIT was judged to be well above world standard (5) for the field of Communication and Media studies and above world standard (4) for the field of Cultural Studies and Design Practice and Management, reinforcing the dedication and expertise in these areas. RMIT was also judged to be at world standard (3) for the fields of Film, Television, and Performing Arts and Creative Writing.

For more information, visit www.rmit.edu.au/about/our-education/academic-schools/media-and-communication

Position Summary

The Lecturer in Public Relations is expected to contribute to the teaching and research efforts of the School in Public Relations and Communication disciplines related to their field of expertise. More specifically, the Lecturer in Public Relations is responsible for carrying out teaching activities within undergraduate and postgraduate programs and for maintaining and advancing their scholarly, research and/or professional capabilities in Public Relations.

The Lecturer in Public Relations is also expected to actively promote Public Relations at RMIT by establishing and maintaining memberships, links, and partnerships with academic, industry and professional communities. The Lecturer in Public Relations is expected to work collaboratively and collegially with fellow academics within the teaching team, and update colleagues and students on developments in Public Relations and related Communication disciplines.

The Lecturer in Public Relations will be responsible for course coordination.

Reporting Line

Reports to: Program Manager, Public Relations

In relation to any course coordination, the Lecturer is responsible to the relevant Program Manager.

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

1. Undertake independent teaching in Public Relations at undergraduate, honours and postgraduate level including: designing, conducting and moderating assessment; implementing improvements informed by course evaluation activities and student feedback.
2. Conduct high quality research activities in the field of Communication appropriate to the Public Relations profession or discipline including: managing individual projects within timelines and budgets and ensuring compliance with quality and reporting requirements; publishing research results in high quality outlets as lead or co-author; preparing and submitting external research funding applications; and supervising higher degree by research candidates.
3. Undertake administration duties, which may include course coordination role or management of a small award program.

Key Selection Criteria

1. Demonstrated ability to prepare and deliver Public Relations programs at undergraduate and postgraduate levels, including online delivery, and the ability to produce high quality curriculum or program materials.
2. Ability to undertake course coordination role.
3. Demonstrated capacity to work effectively with and to negotiate sensitively with students especially on issues related to effective learning.
4. Emerging track record and recognition for quality research outputs in Public Relations which will contribute to existing Discipline and School research areas evidenced by publications, development of new research initiatives, competitive research funding, and industry links.
5. Ability to supervise higher degree by research candidates.
6. Ability to build effective networks with colleagues and generate alternative funding projects through effective liaison with industry and government.
7. Excellent interpersonal and communication skills appropriate for interacting with higher degree by research candidates, staff and industry, together with a strong commitment to teamwork and multidisciplinary collaboration.

Qualifications

Mandatory: PhD or equivalent¹ in relevant field.

Note: Appointment to this position is subject to passing a Working with Children Check and other checks as required by the specific role. Maintaining a valid Working With Children Check is a condition of employment at RMIT.

Preferred: Completion of the [Essentials of Learning and Teaching \(login required\)](#) or possess (or eligible to apply for) appropriate HEA fellowship (if the appointed candidate does not meet this requirement at time of appointment, they will be supported to complete this as a requirement to fulfil their probation).

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| Endorsed: | Signature: Name: Title: Date: | Approved: | Signature: Name: Title: Date: |
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¹ Equivalence is defined in the exemption criteria at Appointment of staff without Doctoral qualifications instruction