



## Job Description — Senior Lecturer, Bachelor of Professional Communication

### Position Details

Position Title:	Senior Lecturer in Advertising
Division / Centre:	School of Communication & Design
Department:	Bachelor of Professional Communication
Campus Location:	Based at the Saigon South campus but may be required to work and/or be based at other campuses of RMIT Vietnam.
Job Grade/ Classification:	Senior Lecturer
Time Fraction:	Full-time

### RMIT University

RMIT is a global university of technology, design and enterprise. Our mission is to help shape the world through research, innovation, teaching and engagement and to create transformative experiences for our students, getting them ready for life and work. One of Australia's original educational institutions founded in 1887, RMIT University now has 82,000 students including 12,000 at postgraduate level. It prides itself on the strong industry links it has forged over its 130-year history.

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

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

The University enjoys an international reputation for excellence in professional and practical education, applied and innovative research, and engagement with the cities in which we are located. With three campuses in Melbourne, three in Vietnam (Hanoi, Ho Chi Minh City, Da Nang) and a centre in Barcelona, Spain, RMIT is a truly global university which also offers programs through partners across Asia and Europe.

RMIT is ranked 123rd in the 2025 QS World University Rankings and 10th in Australia and is recognised as a 5-star university under the QS Stars international evaluation system. Furthermore, RMIT is ranked among the world's top 100 universities in several disciplines, including Communication and Media Studies, Business and Management Studies, Accounting and Finance, and Computer Science and Information Systems.

RMIT Vietnam is an English-speaking university. Degrees are awarded by RMIT University in Australia, and 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

<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.

RMIT has a long history, commitment and firm friendship in Vietnam. We're proud of the impact and contribution RMIT has made since 2000 as the exemplar of international education in Vietnam. This country commitment explains the actions RMIT Vietnam will take for the years ahead to fulfil our promises and societal responsibilities. Being a part of Vietnam is both an opportunity and a privilege and we approach our role here seriously and with great pride. This commitment was created in 2023.

<https://www.rmit.edu.vn/about-us/who-we-are/our-commitments/vietnam-country-commitment>

### **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 Vietnam**

RMIT University Vietnam (RMIT Vietnam) is a campus of RMIT University. RMIT Vietnam is creating an innovative research, teaching and learning culture. We are committed to providing internationally recognised high-quality education and professional training for our students, clients and members of the community.

As an internationally recognised Australian university based in Asia, RMIT Vietnam is assisting in the development of human resources capability in Vietnam and the region.

Degrees are awarded by RMIT University in Australia, allowing Vietnamese students to receive an overseas education without having to leave home. Given its international profile, 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. The academic programs span from vocational English through to undergraduate, post-graduate and Ph.D. programs. All teaching at RMIT Vietnam is in English.

[www.rmit.edu.vn](http://www.rmit.edu.vn)

### **School of Communication & Design (SCD)**

The School of Communication & Design is committed to providing an international learning environment that encourages cultural awareness, critical thinking, experimentation and — above all — the ability to think differently. Our students develop the competence, confidence and professionalism needed for successful careers in communication, design, games, fashion, film and video, and languages.

<https://www.rmit.edu.vn/about-us/schools-and-centres/school-communication-design>

### **The Bachelor of Professional Communication program**

The Bachelor of Communication (Professional Communication) is the largest undergraduate program in the School of Communication & Design, offered at both our Saigon South and Hanoi City campuses. The program includes strands in advertising, public relations, and digital communication.

Our students consistently achieve outstanding results, contributing to RMIT being named Most Winning University for five consecutive years at the Vietnam Young Lions competition—the country's biggest and most prestigious marketing and communications contest. They have also won Black, White, Yellow, Graphite, and Wood Pencils at the D&AD New Blood Awards, making RMIT the only university in Asia Pacific and one of just a handful worldwide to achieve this distinction (2022–2025). In addition, our students have been finalists at the Cannes Future Lions (2024–2025), won a Bronze at the Clios (2025), and helped RMIT Vietnam secure a global ranking of 21st in the Young Ones ADC category (2025). With such a track record, it's no surprise that our graduates enjoy an exceptionally high employment rate.

### **Summary of Roles**

The Senior Lecturer will contribute to the teaching and research efforts of the School. The incumbent is to make a significant contribution to the delivery of programs and to be actively involved in research, consulting and other professional activities. The Senior Lecturer will develop, engage in and lead high-quality research/ teaching and learning projects that are aligned with the University's focus areas to achieve success.

The Senior Lecturer will have an important role in embedding their expertise into the life of the School and will be required to develop high-quality, productivity-driven networks across RMIT and with local, national and global, internal and external partners.

The appointee will be located at RMIT's Saigon campus and will be expected to travel to other RMIT Vietnam campuses as required.

#### **Reporting Lines**

Reports to: Associate Program Manager, Advertising

Indirectly reports to: Senior Program Manager, Professional Communication

#### **Key Accountabilities**

- Make original contributions in teaching and/or scholarship which expand knowledge or practice within the discipline including designing, conducting and moderating assessments; implementing improvements informed by peer review, course evaluation and/or student feedback.
- Either Conduct and lead high-quality research, recognised at the national level: developing highly successful research teams; managing research projects and programs within timelines and budget and ensuring compliance with quality and reporting requirements; regularly publishing research results in high-quality outlets as lead author and in collaboration with other researchers; identifying appropriate funding sources and prepare successful external research funding submissions; supervising higher degree by research candidates; or Disseminate outcomes of scholarly practice at course/program and/or wider community levels, which may include publication in the area of Scholarship of Teaching and Learning.
- Participate in the School/University strategy governance and make a significant contribution to administration activities of an organisational unit or an interdisciplinary area at the undergraduate, honours and postgraduate level, which may include project management of a large award program or a number of smaller award programs.
- Membership of committees, working parties or other service duties as required.
- Adhere to the Academic Expectations and Development Framework of RMIT Vietnam.

#### **Key Selection Criteria**

1. PhD or equivalent relevant doctoral qualification from a recognised institution.
2. The role requires a specific subject focus on advertising theory and practice including but not limited to: creative industries, digital advertising and marketing, strategic marketing, advertising campaign planning, digital marketing analytics, advertising theory informed by consumer psychology, and digital marketing practices.
3. Accredited post graduate certification in teaching and learning and/or fellowship status with AdvanceHE is (preferred).
4. Demonstrated ability to prepare and deliver programs at undergraduate and postgraduate levels, including high-quality curriculum and program materials and ability to implement innovative approaches to student-centred learning and quality improvement.
5. Demonstrated range of skills relating to the conceptualisation, execution and evaluation of courses, including the capability and competence to teach a range of advertising courses.
6. Recent, strong and sustained performance regarding student outcomes, student experience and feedback; combined with notable experience and demonstrated skill in a wide range of teaching settings.
7. Demonstrated capacity to undertake course coordination and to cooperate effectively with colleagues.
8. Track-record of relevant research activity and peer-reviewed outputs or evidence of contribution to expansion of pedagogical knowledge and scholarly practice.
9. Professional experience in the advertising/media sector or equivalent is preferred.
10. Ability to display appropriate behaviours in line with the RMIT Behavioural Capability Framework (Connectedness, Commitment to Excellence; Imagination and Innovation; Impact; Inclusion; Integrity).

#### **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.

Appointees are accountable for completing training on these matters and ensuring their knowledge and the knowledge of their staff is up to date.

#### **English Proficiency**

English is the language of teaching and communication at RMIT Vietnam. For this role, the minimum requirement is IELTS (Academic) with a score of at least 7.0 and with no competency less than 6.5.

For Higher Education roles, English Language Proficiency may also be proven by having completed PhD studies while being instructed through the

**Work Permit**

All foreign employees must adhere to the requirements for obtaining a valid visa and work permit in Vietnam. These requirements are mandated by the Government and may be over and above the mandatory requirements and key selection criteria. Work permit requirements are subject to change. RMIT Vietnam accepts zero tolerance to non-adherence of the immigration laws of Vietnam.

<b>Endorsed:</b>	Signature: Name: Title Date:	<b>Approved:</b>	Signature: Name: Title Date:
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