



RMIT Vietnam

Alumni Intelligence & CRM Specialist

Position Details

Position Title:	Alumni Intelligence & CRM Specialist
Division/ Centre:	SEP
Department:	Careers, Alumni & Industry Relations
Campus Location:	Based at the SGS campus
Job Grade/ Classification:	PSV 06
Time Fraction:	1.0

RMIT University

RMIT is a leading multi-sector university of technology, design and enterprise with more than 90,000 students and 10,000 staff globally. We offer postgraduate, undergraduate, vocational education and online programs to provide students with a variety of work-relevant pathways.

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.

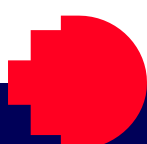
Our three main campuses in Melbourne are located in the heart of the City, Brunswick and Bundoora. Other locations include Point Cook, Hamilton and Bendigo. In Vietnam RMIT has two campuses (Ho Chi Minh City and Hanoi) and an English language centre (Da Nang). RMIT also has a European hub in Barcelona, Spain, as a gateway for European research, industry, and government partnerships. Programs are offered through transnational partners in Singapore, Hong Kong, Sri Lanka, India and mainland China, with research and industry partnerships on every continent.

RMIT Standings in university rankings

RMIT is ranked 119th in the 2027 QS World University Rankings consolidating its reputation as a global leader in education and research. The University is also now ranked 10th in Australia.

The University is ranked 5th globally for its work to reduce inequalities (SDG 10), 30th in supporting decent work and economic growth (SDG 8), and overall 56th worldwide in the 2025 Times Higher Education Impact Rankings.

RMIT has eight subject areas ranked among the world's top 100 in the latest QS World University Rankings by Subject. Three subjects are ranked in the global top 50, with Architecture & Built Environment maintaining its strong global position at 15th while rising to 1st in Australia. Library & Information Management also improved to 1st in Australia and is ranked 29th globally. Art & Design continues to be recognised among the world's leading disciplines,



ranked equal 19th globally and 1st in Australia. Additional subjects ranked in the global top 100 and among the top 10 in Australia include Materials Science, Accounting & Finance, Communication & Media Studies, Data Science & Artificial Intelligence, and Civil & Structural Engineering.

www.rmit.edu.au/about

RMIT Vietnam

RMIT University Vietnam (RMIT Vietnam) is a campus of RMIT University and was established in the year 2000. As the leading international university in Vietnam with over 12,000 students, RMIT Vietnam has a high-quality, innovative teaching and learning culture, and a growing research and innovation capability. We provide internationally recognised high-quality education and research aligned to the needs of the Vietnam and ASEAN region. As an internationally recognised Australian university based in South-East Asia, RMIT Vietnam is assisting in the development of human resources capability in Vietnam and the region. Our teaching and research is highly engaged with industry across 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 English Language training through to undergraduate, post-graduate and PhD programs. All teaching at RMIT Vietnam is in English and maintain the same standards as Australia.

<https://www.rmit.edu.vn/about-us>

Department Summary

Alumni Relations team sit under The Department of Careers, Alumni and Industry Relations at RMIT Vietnam. It is dedicated to supporting students and graduates in their career development journey. They offer a range of services including work-ready preparation, career planning and development, job application preparation.

Position Summary

The Alumni Intelligence & CRM Specialist will be responsible for two critical roles at the Alumni Relations team. First, building and maintaining key relationships with prominent alumni/industry connections (in SEA and global affiliates) for interest of industrial linkages, international business development, training, research and collaborations with RMIT University. Second, be accountable for big data management and innovation of in-house CRM system (the Alumni Network) which consists of data collection, data cleaning and data visualization. This is to provide actionable insights for management to shape the engagement strategies that are mutually beneficial to alumni community and RMIT University

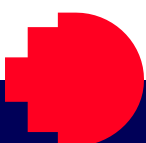
Reporting Line

Reports to: Alumni Relations Manager

Indirectly reports to: Campus Deputy Managers in SGS and Hanoi

Key relationships:

Reporting lines may be adjusted in line with organisational changes.



Key Accountabilities

- Lead the big data management (collection, cleaning and visualization) and propose appropriate long-term and short-term strategies in order to effectively build and maintain key relationships with alumni community
- Be the main liaison/coordinator between internal and external stakeholders to deliver regional/global alumni engagement projects for interest of industrial linkages, international business development, training, research and collaboration.
- Identify, recommend and engage high-level alumni (SEA region) who are business executives in various industries and sectors, understand their needs and develop collaboration proposals with RMIT communities i.e. Work Integrated Learning projects, mentorship, guest speakers at global leadership forums for students and employment opportunities (internship, full-time) to students and alumni (locally and internationally)
- Innovate/Renovate the process and operation of in-house Customer Relationship Management system called Alumni Network
- Collaborate closely with Cross functionals, Careers Consultants, Employment & Industry Consultants, Internship Consultants, Events & Communication Consultants to ensure the execution of the Department Strategic Goals
- Lead and manage the qualitative & quantitative research, understand alumni needs of different segments which implies to engagement strategies (RMIT-Alumni community, alumni-to-alumni)
- Co-plan and co-organise all alumni related events in collaboration with key internal stakeholders such as Alumni Business Expo, Alumni-to-Alumni Circle, Professional Development Workshops and related activities
- Co-lead to plan, execute and evaluate various digital events, contact-ability campaigns, online/offline engagement events via multi-channel marketing campaigns and alumni segmentation strategy

Key Selection Criteria

A Bachelor's degree in a relevant discipline.

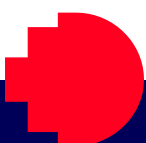
- Knowledge of big data management, experience with MS office, Power BI, SQL, CRM and web design is highly preferred
- Highly developed communication skills including well-developed interpersonal, negotiation, networking and liaison skills with a proven record of working successfully with multiple stakeholders.
- Ability to quickly build a strong understanding and trends across diverse industry sectors
- Ability to respond quickly to given tasks, with clear communication.
- Ability to work on various projects and deliver to multiple deadlines.
- High attention to detail.
- Excellent organization skills, with an ability to stay focused and motivated with regards to assigned tasks
- Familiarity with administrative duties
- Ability to display appropriate behaviors in line with the position, team Values RMIT Values and RMIT Leadership Model.

English Proficiency

English is the language of teaching and communication at RMIT Vietnam. For this role, the minimum requirement is IELTS (General) with a score of at least 6.0 (or equivalent, as outlined in the Recruitment, Selection and Onboarding Guidelines).

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.



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.

Background checks

RMIT Vietnam is committed to providing a healthy and safe working, research and learning environment that enhances wellbeing across our community. As part of this commitment, all new employees are required to undergo background checks prior to commencing employment. Offers of employment are conditional upon the satisfactory completion of these checks. The specific requirements may vary depending on the nature of the role, as outlined in our Background Check Matrix.

Endorsed

Signature:

Name:

Title:

Date: Must filled section

Approved

Signature:

Name:

Title:

Date: Must filled section

