

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

### Position Details

---

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

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 has been ranked 140 in the 2024 QS World University Rankings and as a 5-star university under the QS Stars international evaluation system. Times Higher Education World University Rankings has named RMIT University as one of the world's top 300 universities in 2024. Furthermore, RMIT is among the world's top 100 universities in 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. See [www.rmit.edu.vn](http://www.rmit.edu.vn)

### RMIT Vietnam, School of Communication & Design

---

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 and creatively. Our students develop the competence, confidence and professionalism needed for successful careers in communication, design, digital media, fashion, film & video, games, and languages. See <https://www.rmit.edu.vn/our-schools-centres/school-communication-design>

The Bachelor of Communication (Professional Communication) is the largest undergraduate program within the School of Communication & Design and is offered at both our Saigon South and Hanoi City campuses. The program comprises strands in advertising, public relations and media/contextual studies. Such is the quality of our students that they contributed to RMIT winning the title of Most Winning University for five years in a row at the annual Vietnam Young Lions competition, the biggest and most prestigious marketing and communications competition in Vietnam. The program's students have also won black, yellow, white and wood pencils in the D&AD New Blood Awards (2022/2023). It's no surprise that our graduate employment rate is exceptionally high. See <https://www.rmit.edu.vn/programs/bachelor-communication-professional-communication>

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

### Position Summary

---

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 projects that are aligned with the University's research focus areas to achieve success in attracting research funding and to produce high quality outputs.

The Senior Lecturer will have an important research leadership role in embedding their research 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.

### Reporting Line

---

Reports to: Senior Program Manager  
Indirectly reports to: Dean of School, School of Communication & Design

### Key Selection Criteria

- PhD or equivalent relevant doctoral qualification from a recognised institution.
- 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.
- Accredited post graduate certification in teaching and learning and/or fellowship status with AdvanceHE is (preferred).
- 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.
- 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.
- 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.
- Demonstrated capacity to undertake course coordination and to cooperate effectively with colleagues.
- Track-record of relevant research activity and peer-reviewed outputs **or** evidence of contribution to expansion of pedagogical knowledge and scholarly practice.
- Professional experience in the advertising/media sector or equivalent is preferred.
- Ability to display appropriate behaviours in line with the RMIT Behavioural Capability Framework (Connectedness, Commitment to Excellence; Imagination and Innovation; Impact; Inclusion; Integrity).

### 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.

### 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 medium of English, and proof of teaching in an English-speaking environment during the previous 24 months.

### 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.

**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:
------------------	--	------------------	--