



## Job Description – Digital Advisor

### Position Details

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<b>Position Title:</b>	Digital Advisor
<b>Division/ Centre:</b>	Web Team
<b>Department:</b>	Experience
<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>	PSV6
<b>Time Fraction:</b>	Full time

### RMIT University

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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.

The University enjoys an international reputation for excellence in professional and practical education, applied and innovative research, and engagement with the needs of industry and the cities in which we are located. With three campuses in Melbourne (Central Business District, Brunswick and Bundoora), two in Vietnam (Hanoi and Ho Chi Minh City) and a centre in Barcelona, Spain, RMIT is a truly global university. RMIT also offers programs through partners in Singapore, Hong Kong, mainland China, Indonesia, Sri Lanka, Belgium, Germany, Austria and The Netherlands, and enjoys research and industry partnerships on every continent.

RMIT prides itself on the strong industry links it has forged over its 129-year history. Collaboration with industry is integral to the University's leadership in applied research and education, and to the development of highly skilled, globally focused graduates. We are a 5-Star university under the QS Stars international evaluation system and are 21st in the world among universities less than 50 years old (2015 QS Top 50 Under 50 index).

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

### RMIT Vietnam

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RMIT University Vietnam (RMIT Vietnam) is a campus of RMIT University. RMIT Vietnam is creating 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)

### Position Summary

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The Digital Advisor will contribute to the success of the RMIT Vietnam by delivering a timely, professionally managed publishing service that is best practice across RMIT Vietnam. This will support an effective and engaging platform that creates good customer experience for the public and staff in how they access information, engage with RMIT and collaborate for business results.

As a key member of a dynamic and creative team who deliver university-wide web governance, content, and information architecture, planning and publishing services for RMIT's websites, a key focus of this position is on delivering timely high-quality services and advice in a consistent and efficient way to a diverse range of stakeholders across our business. The role involves planning, structuring and management of content as well as working closely with stakeholders of all levels across the university to ensure innovative best practice in the management of the site.

This role will work at a university-wide level, ensuring digital content requirements are met across all audiences (the entire student lifecycle, parents, Service Connect, industry, alumni, library, research, as well as the public), whilst ensuring a proactive quality consultation approach on digital content and publishing solutions.

This position will be expected to report regularly to senior management and provide insight to drive discussions and solutions.

## Reporting Line

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Reports to: Marketing Web Manager

Direct reports: [This position does not have direct reports but will supervise and lead team members to complete various projects.](#)

## Key Accountabilities

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Ensure high quality and solutions focused experiences for key website audiences through the delivery of best practice RMIT-wide publishing and management of the staff website, and other key accountabilities include:

- Team player, knowledgeable and specialist Digital Advisor to multiple stakeholders, deliver outstanding website support to the university through best practice, delivery agility and participate in team culture.
- Ensure and contribute to university-wide web governance, content architecture, page optimisation and publishing services, ensuring high quality input, timeliness, efficiency, consistency and alignment to strategy.
- Generate and communicate regular reporting and data analysis on content and site performance for the Web Team and other relevant stakeholders.
- Participate in the project/task management platform used by the Web Team.
- Create, develop and facilitate a variety of training and workshops to key stakeholders on web functions, user and customer experience, site management and best practice.
- Work closely with stakeholders to ensure timely and planned delivery of publishing services.
- Contribute to the management of a dashboard of data and analytics that inform strategic decisions and success of the platform.
- Deliver a best practice approach to site management, usage and optimal engagement to accelerate delivery of our strategy.
- Role model the RMIT values and be an active member of the Web team.

## Key Selection Criteria

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- Degree in relevant field.
- At least 4 years of experience in a similar digital advisory position within a international organisation.
- Understanding of Agile planning and processes, delivery and measurement that contributes to organisational objectives.
- Excellent interpersonal skills, ability to work independently or as part of a team and with ability to collaborate with colleagues and stakeholders.
- An agile approach to working with stakeholders, with excellent verbal and written communication skills (strong English proficiency skills)
- Ability to work in a digital web function or agency environment.
- Experience in developing and facilitating technical training and workshops to key stakeholder groups.
- Demonstrated passion for delivering creative and impactful web experiences.
- Attention to detail, accuracy, and security when managing information digitally & physically.

- Excellent customer service approach and ability to engage, support, and work collaboratively with managers and stakeholders at all levels internally and externally.
- Well-developed interpersonal skills including coordination, liaison, and communication, both written and spoken, in English and Vietnamese, across a broad range of stakeholders
- Strong commitment to continuous improvement in work processes, to ensure quality outcomes. Ability to organize and prioritize multiple projects in a fast-paced environment
- High attention to detail and the ability to analyse and interpret data.
- Understanding of new media and digital technology to improve outcomes.
- Experience in digital publishing and familiarity with content management systems.
- Demonstrated experience writing and optimising for web and adhering to accessibility, style, user experience and best-practice guidelines.
- Experience in digital publishing and familiarity with content management systems.
- Experience with Adobe Creative Cloud and the Adobe Suite of products will be highly regarded.

**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 6.5 or equivalent.

For any role, English Language Proficiency may also be proven by showing successful completion of secondary education to a level qualifying to enter university study while being instructed through the medium of English, as per the RMIT University recognised qualification list.

**Organisational Accountabilities**

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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**

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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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