



## Job Description – Brand Manager (Senior level)

### Position Details

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<b>Position Title:</b>	Brand Manager
<b>Division/ Centre:</b>	Experience
<b>Department:</b>	<b>Global Marketing</b>
<b>Campus Location:</b>	Based at SGS campus
<b>Job Grade/ Classification:</b>	<b>PSV08</b>
<b>Time Fraction:</b>	1.0

### 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).

RMIT is ranked among the world's top universities in 23 of 38 assessed subjects (and all five faculty areas) featured in the 2017 QS World University Rankings by Subject. RMIT features among the world's top 100 ranking in the 2017 QS subject rankings in Art and Design; Architecture and the Built Environment; Computer Science, Information Systems, Engineering (Civil and Structural); Engineering (Electrical and Electronic); Communication and Media Studies, Education, Business and Management Studies, and Development Studies. The University's research was rated "well above world standard" in 13 research fields and "above world standard" in a further nine fields in the 2015 Excellence in Research for Australia evaluation. In the 2017 QS Graduate Employability Rankings, RMIT is ranked seventh in Australia and 71-80 in the world on the basis of employer reputation, alumni outcomes, partnerships with employers, employer-student connections and graduate employment rate.

[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 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)

## Position Summary

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This position is responsible for developing brand strategies and turn it into excellent brand building plan & execution that helps to achieve the business objectives, effectively builds the emotional connection & influences different stakeholders such as prospective students, parents, industry partners, and the larger community. The Brand Manager will work and liaise with different stakeholders including in-house production team, other internal departments in RMIT Vietnam, RMIT Melbourne brand team and external stakeholders (creative agencies, press...) for driving the brand building activities. The role will act as a brand governor, making sure that brand look & communication messages are consistent across touchpoints.

## Reporting Line

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Reports to: Senior Marketing Manager in Vietnam and dotted to Associate Director Brand in Melbourne

## Key Accountabilities

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- Lead the development of brand strategy, brand propositioning, brand key pillars with core communication messages that appeal to the Vietnam and global audience segments, with alignment to the overarching global brand
- Lead the strategic direction, planning and delivery of brand campaigns which will contribute to the uplift of the RMIT as a leader in category, build long-term equity and achieve growth ambitions.
- Together with leadership peers in the Marketing function in Vietnam and Melbourne, manage a strong relationship with the creative agency partner to ensure alignment to the RMIT brand and university's strategic direction
- Work with the internal creative, digital and content teams to ensure the brand look & communication messages delivers a consistent brand experience to our audiences across all channels.
- Consult & provide inputs to other internal departments/functions for their creative works to make sure final production meets the quality expectation for the brand.
- Govern the brand across Marketing owned channels and other channels owned by different internal stakeholders within the university, assure for consistency and compliance with brand guideline.
- Deeply & continuously listen and understand our target audiences & their behaviours (prospective students & parents, current students, industry partners, alumni) to generate valuable insights for concept works, communication ideas.
- Develop and frequently update the consumer portrait, consumer engagement funnel for the brand.
- Work with Market intelligence and research team to track and monitor brand performance, brand health and interpret market insights/data to inform strategy and recommendations.
- Develop winning communication concepts based on consumers insights to grow assigned product profiles.

## Key Selection Criteria

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1. A degree in a discipline relevant to this position such as marketing, advertising, communications, public relations...
2. At least 5 years of relevant experience in brand manager or senior brand manager position, prefer to have the experience in developing country-led brand campaigns and localised brand campaigns.
3. Strong at conceptual thinking, have the ability to develop winning communication concepts based on a sharp understanding of consumer insights
4. Ability to effectively communicate with different stakeholders (agencies, academic professionals, and other internal stakeholders)
5. Demonstrated ability to deliver business outcomes, including strong commercial acumen, customer acquisition and deep audience engagement.
6. Ability to work independently, proactively, and with customer focused mindset
7. Ability to display appropriate behaviours in line with the position, as per the RMIT Behavioural Capability Framework (Connectedness, Commitment to Excellence – Improve and Simplify; Imagination and Innovation; Impact; Inclusion; Agility).

**English Proficiency**

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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 BULATS Advanced Level 75 (or equivalent, as outlined in the Recruitment and Selection Guidelines).

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.

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

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