

# Role Description

## Communications Specialist



Cluster	Department of Planning & Environment
Division/Branch/Unit	Sydney Opera House
Location	Sydney CBD
Classification/Grade/Band	Grade 2, Level 2
Kind of Employment	Enterprise Agreement – Permanent
ANZSCO Code	225311
PCAT Code	1111492
Role Number	W02474R02333
Date of Approval	September 2017
Agency Website	<a href="http://www.sydneyoperahouse.com">http://www.sydneyoperahouse.com</a>

### AGENCY OVERVIEW

The Sydney Opera House is an Executive Agency of the NSW Department of Planning & Environment. The Sydney Opera House is operated and maintained for the Government of New South Wales by the Sydney Opera House Trust, which is constituted as a body corporate under the Sydney Opera House Trust Act 1961.

The Sydney Opera House is an iconic Australian institution that embodies beauty, inspiration and the liberating power of art and ideas.

Our vision is to be as bold and inspiring as the Opera House itself.

Our mission is twofold:

- To treasure and renew the Opera House for future generations of artists, audiences and visitors; and
- To inspire, strengthen the community, through everything we do.

### PURPOSE OF THE ROLE

**The Communications Specialist, Contemporary Music**, is responsible for developing and delivering integrated communications strategies for Sydney Opera House Presents (SOHP) programming, with a particular focus on contemporary music, including key marquee festivals Vivid LIVE and Graphic.

The role will work with key media channels and stakeholders to maximise coverage of the Opera House and its contemporary music programming stream. We are looking for an enthusiastic self-starter with a deep interest in and knowledge of contemporary music and culture who enjoys a fast-paced, dynamic environment. You need to be able to think strategically and creatively to deliver engaging, innovative communications that effectively positions the Opera House and its contemporary music programming with media, audiences, stakeholders and the public more broadly.

You will contribute to an exciting chapter in the Opera House's history, our Decade of Renewal, of which contemporary music and culture is a crucial element.

This position reports to the Head of Public Relations, and works closely with internal programmers, marketing campaign managers, social media strategists and the corporate partnerships team. The role is supported by two Communications Assistants who work across the wider communications team.

### KEY ACCOUNTABILITIES

- **Communications Strategy:** Drive the development of media and PR strategies for contemporary music shows in consultation with the Head of Public Relations; develop and execute announcements and PR activations aligned and integrated with marketing and social campaign plans.
- **Media Engagement:** Specialist expertise, extensive contacts and relationships across media.
- **Strategic counsel:** Deliver day-to-day media strategy and timely communications advice.

- **Issues Management:** Proactively identify potential issues, draft suggested messaging, and devise management strategies in consultation with the Head of Public Relations.
- **Media Onsite:** Manage media activities onsite, including press calls, onsite filming and photography.
- **Content Creation:** Work closely with the Online Content Developer to initiate contemporary-music coverage across SOH channels, and act as a consultant on asset curation including all photography and digital content that has the potential to be used editorially.
- **Copywriting:** Write SOHP media releases and copy for social and digital content as required.
- **Integration and cross-team collaboration:** Work with marketing and digital colleagues to creatively leverage SOH-owned channels, media partnerships and capitalise on other opportunities as part of an integrated marcomms team.

## KEY CHALLENGES

- Operating in a complex, sensitive and dynamic environment to deliver multiple campaigns on time and to tight deadlines;
- Working within the marcomms and broader business framework to contribute to the achievement of commercial objectives and generate positive brand profiling using creative strategies and insight-led communications.

## KEY RELATIONSHIPS

WHO	WHY
<b>Internal</b>	
Head of PR	To receive overall direction on the role and respond to directions from this role on all matters; to provide regular reports on work progress and the achievement of key goals.
Communications team	Contribute to the success of the overall Sydney Opera House public relations function by working collaboratively on common media relations and communication strategies; sharing information and insights, and contributing to the development of appropriate public relations processes, systems and practices.
Producers, Marketing Campaign Managers, Online and Digital	To work as a member of the team; share information and provide advice on media strategies and issues and develop PR opportunities; respecting expertise and advice and allowing them to have the broad mandate to fully manage their portion of the project.
Head of Programs	To receive guidance on the overall direction of the positioning of programs, working collaboratively with the Head of PR.
Director, Engagement & Development	To respond to directions from this role on all matters; to receive direction, guidance and advice; keep broadly involved on all relevant matters.
Director, Performing Arts	Keep broadly involved on all relevant matters and to seek direction on matters related to programming, SOHP process & systems, ticketing and planning.
Marketing team	Share information and provide advice on media relations issues, opportunities and strategies and work as a team member on joint projects.
Event Operations; Recording and Broadcast Studio; and other relevant Sydney Opera House departments	To brief on requirements in a timely manner and work with on an equal basis, respecting expertise and advice and allowing them to have the broad mandate to fully manage their portion of the project.
<b>External</b>	
Industry media representatives	To lead, drive and align a diverse network of media contacts to promote a positive perception and understanding of the Opera House, its objectives and activities and manage the access, style and use of information about the Opera House in key media outlets.
Presenting partners, government and industry bodies	To network, share information and keep up to date with initiatives and trends. Develop co-operative publicity initiatives where applicable and/or appropriate.

**WHO****WHY**

Artists and Arts Companies

To ensure that artists at Sydney Opera House are treated respectfully and warmly, and their expectations and needs are met resulting in a memorable and enjoyable experience at Sydney Opera House.

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**ROLE DIMENSIONS****Decision Making**

While the Communications Specialist receives overall direction from the Head of Public Relations, the position holder makes key decisions concerning the day-to-day activities relating to the publicity and other media activities surrounding SOH-produced shows and initiatives.

**Reporting Line**

Head of Public Relations

**Direct Reports**

None. Receives support from Communications Assistant as required.

**ESSENTIAL REQUIREMENTS**

- A minimum of 3-4 years' practical experience in publicity and communications management.
- A demonstrated knowledge of trends, initiatives and framework of local, national and international performing arts.
- A demonstrated ability to manage several concurrent projects and undertake media campaigns with minimal supervision.
- An established network of media and industry contacts across news, entertainment and the arts.
- Excellent oral and written communication skills.
- Thorough knowledge of social media landscape.
- Strong customer focus in dealing with media, internal and external stakeholders.
- Demonstrated flexibility and creativity in successfully managing media issues.

## CAPABILITIES FOR THE ROLE

The NSW Public Sector Capability Framework applies to all NSW public sector employees. The Capability Framework is available at [www.psc.nsw.gov.au/capabilityframework](http://www.psc.nsw.gov.au/capabilityframework)

### Capability Summary

Below is the full list of capabilities and the level required for this role. The capabilities in bold are the focus capabilities for this role. Refer to the next section for further information about the focus capabilities.

NSW Public Sector Capability Framework		
Capability Group	Capability Name	Level
 Personal Attributes	<b>Display Resilience and Courage</b>	<b>Intermediate</b>
	<b>Act with Integrity</b>	<b>Intermediate</b>
	Manage Self	Intermediate
	Value Diversity	Foundational
 Relationships	<b>Communicate Effectively</b>	<b>Intermediate</b>
	<b>Commit to Customer Service</b>	<b>Intermediate</b>
	Work Collaboratively	Foundational
	Influence and Negotiate	Intermediate
 Results	Deliver Results	Intermediate
	Plan and Prioritise	Intermediate
	Think and Solve Problems	Foundational
	<b>Demonstrate Accountability</b>	<b>Intermediate</b>
 Business Enablers	<b>Finance</b>	<b>Foundational</b>
	<b>Technology</b>	<b>Foundational</b>
	Procurement and Contract Management	Foundational
	<b>Project Management</b>	<b>Intermediate</b>

### Focus Capabilities

The focus capabilities for the role are the capabilities in which occupants must demonstrate immediate competence. The behavioural indicators provide examples of the types of behaviours that would be expected at that level and should be reviewed in conjunction with the role's key accountabilities.

NSW Public Sector Capability Framework		
Group and Capability	Level	Behavioural Indicators
<b>Personal Attributes</b> Display Resilience and Courage	Intermediate	<ul style="list-style-type: none"> <li>Be flexible and adaptable and respond quickly when situations change</li> <li>Offer own opinion and raise challenging issues</li> <li>Listen when ideas are challenged and respond in a reasonable way</li> <li>Work through challenges</li> <li>Stay calm and focused in the face of challenging situations</li> </ul>
<b>Personal Attributes</b> Act with Integrity	Intermediate	<ul style="list-style-type: none"> <li>Represent the organisation in an honest, ethical and professional way</li> <li>Support a culture of integrity and professionalism</li> <li>Understand and follow legislation, rules, policies, guidelines and</li> </ul>

## NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
		<ul style="list-style-type: none"> <li>codes of conduct</li> <li>• Help others to understand their obligations to comply with legislation, rules, policies, guidelines and codes of conduct</li> <li>• Recognise and report misconduct, illegal or inappropriate behaviour</li> <li>• Report and manage apparent conflicts of interest</li> </ul>
<b>Relationships</b> Communicate Effectively	Intermediate	<ul style="list-style-type: none"> <li>• Focus on key points and speak in 'Plain English'</li> <li>• Clearly explain and present ideas and arguments</li> <li>• Listen to others when they are speaking and ask appropriate, respectful questions</li> <li>• Monitor own and others' non-verbal cues and adapt where necessary</li> <li>• Prepare written material that is well structured and easy to follow by the intended audience</li> <li>• Communicate routine technical information clearly</li> </ul>
<b>Relationships</b> Commit to Customer Service	Intermediate	<ul style="list-style-type: none"> <li>• Support a culture of quality customer service in the organisation</li> <li>• Demonstrate a thorough knowledge of the services provided and relay to customers</li> <li>• Identify and respond quickly to customer needs</li> <li>• Consider customer service requirements and develop solutions to meet needs</li> <li>• Resolve complex customer issues and needs</li> <li>• Co-operate across work areas to improve outcomes for customers</li> </ul>
<b>Results</b> Demonstrate Accountability	Intermediate	<ul style="list-style-type: none"> <li>• Take responsibility and be accountable for own actions</li> <li>• Understand delegations and act within authority levels</li> <li>• Identify and follow safe work practices, and be vigilant about their application by self and others</li> <li>• Be alert to risks that might impact the completion of an activity and escalate these when identified</li> <li>• Use financial and other resources responsibly</li> </ul>
<b>Business Enablers</b> Project Management	Intermediate	<ul style="list-style-type: none"> <li>• Perform basic research and analysis which others will use to inform project directions</li> <li>• Understand project goals, steps to be undertaken and expected outcomes</li> <li>• Prepare accurate documentation to support cost or resource estimates</li> <li>• Participate and contribute to reviews of progress, outcomes and future improvements</li> <li>• Identify and escalate any possible variance from project plans</li> </ul>