

Role Description

Digital Marketing Specialist – Website



Cluster	Department of Enterprise Investment and Trade
Agency	Sydney Opera House
Division/Branch/Unit	Visitor Experience - Marketing
Location	Sydney CBD
Classification/Grade/Band	Grade 2 Level 3
Kind of Employment	Ongoing
ANZSCO Code	531111
PCAT Code	1111492
Role Number	W03403R02964
Agency Website	http://www.sydneyoperahouse.com

AGENCY OVERVIEW

The Sydney Opera House is an Executive Agency of the NSW Department of Enterprise Investment and Trade. The Opera House is operated and maintained for the Government of NSW 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 a living work of art. A place of possibility and wonder - on and off the stage. We bring people together to be uplifted, empowered and entertained.

Our ambition is to be Everyone's House; where we aim to better understand and connect with community; to be a place

where everyone feels welcome; to be future ready and to lead and inspire positive change.

To make this real, we are focused on four themes that underpin our organisational values (Creativity, Courage, Inclusivity, Integrity, Collaboration and Care):

- We better understand and connect with community
- Everyone feels welcome here
- We are future ready
- We lead and inspire positive change

PURPOSE OF THE ROLE

The position sits within the Digital Marketing team and is responsible for website content management, troubleshooting website issues, and user acceptance testing. In close collaboration with the Campaigns, Creative and Technology teams, this role is responsible for publishing, updating, and maintaining web content and a consistent visual presence. The role requires a good understanding of web-based technologies.

KEY ACCOUNTABILITIES

- Responsible for website content management operations and implementing governance of web publishing for stakeholders, including training up stakeholders on website content management self-service.
- Support the Marketing Technology team to conduct user-acceptance testing items on all website functionality and releases, including bugs and functional enhancements.
- Work closely with the Creative team to maintain and evolve the website design system documentation.

- Collaborate with stakeholders to optimize content and user interface design that supports existing marketing strategies and campaigns.
- Develop wireframes to test, illustrate and validate new functionality and user flows including documentation for developer hand-off
- Implement website content plans, adhering to priorities and processes outlined, and apply user-centric (i.e. UX, accessibility) design and best-practice (i.e. SEO, IA, editorial) principles to all website content activity.
- Support the Website team in maintaining website assets as per due process within the Digital Asset Management system.
- Responsible for maintaining all Digital marketing process documentation and guidelines in a centralized location.

KEY CHALLENGES

- Managing a high volume and velocity of day-to-day activity in the context of competing priorities and multiple stakeholders.
- Build and maintain strong working relationships with stakeholders, inside and outside the business
- Keep abreast of industry trends and maintain a proactive, innovative, and collaborative approach to digital marketing, suggesting new platforms, innovations and processes where appropriate.
- Act as a custodian of digital marketing channel activity, governance, process and policy.

KEY RELATIONSHIPS

WHO	WHY
Internal	
Website Product Manager	Role Manager. Leadership and strategic guidance. To advise of adherence to website KPIs and provide insights and learnings. To keep informed of day-to-day activity, acquire sign-off for projects and campaigns.
Digital Marketing Team	Collaborate with team to provide cross-functional support for fluctuating workloads, to share adherence to marketing benchmarks and to provide insights and learnings.
Digital Marketing Coordinators	Leading projects across the teams and guiding the wider digital team to enable a better user experience on the website.
Creative Studio	Work collaboratively with the Creative team to present website layout and content designs ensuring consistency of content and experience across the website.
Marketing Technology Team	To provide support in projects, coordinate and conduct user acceptance testing for new functionality and releases.
Wider Marketing Team, Communications Team, Partnerships Team	To share adherence to website KPIs, provide insights, learnings and recommendations to improve website performance, act as a trusted advisor and subject matter expert, transfer best practice skills and knowledge and provide guidance and accountability on activity, process and policy.
External	
Relevant industry bodies and professional networks	Network and keep abreast of industry trends and best practice.
External website development agencies	Coordinate and conduct user acceptance testing for externally developed functionality and releases.

ROLE DIMENSIONS

Decision Making

The position holder is responsible for day-to-day activity related to website management and performance. Where a lack of clarity exists, the position holder is expected to seek clarification from the Website Product Manager who will provide ongoing support and direction.

Reporting Line

Website Product Manager

Direct Reports

Nil

ESSENTIAL REQUIREMENTS

- Degree in marketing, communications or a related discipline.
- Demonstrated experience working in a digital marketing team with a minimum two years' experience with website or blog content management platforms.
- Have a good understanding of web-based technologies. HTML and CSS skills would be an advantage.
- Understands principles of content management, UX, web design, usability and to work and create new pages, websites, features and user flows.
- Familiarity with website analytics and sound understanding of SEO is highly regarded.
- Experience with website backlogs, testing, development and issue tracking and documentation platforms (JIRA, confluence).
- Strong analytical mind and sound experience with reporting and insight sharing.
- Exceptional coordination and time management skills, the ability to manage and prioritise work-flow within established channel processes whilst also being able to operate flexibly in a dynamic and fast paced environment.





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

This role also utilises an occupation specific capability set which contains information from the Skills Framework for the Information Age (SFIA). The capability set is available at www.psc.nsw.gov.au/capabilityframework/ICT

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	Display Resilience and Courage	Intermediate
	Act with Integrity	Intermediate
	Manage Self	Foundational
	Value Diversity	Foundational
 Relationships	Communicate Effectively	Adept
	Commit to Customer Service	Intermediate
	Work Collaboratively	Intermediate
	Influence and Negotiate	Intermediate
 Results	Deliver Results	Adept
	Plan and Prioritise	Intermediate
	Think and Solve Problems	Intermediate
	Demonstrate Accountability	Intermediate
 Business Enablers	Finance	Foundational
	Technology	Intermediate
	Procurement and Contract Management	Foundational
	Project Management	Intermediate

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
Personal Attributes Display Resilience and Courage	Intermediate	<ul style="list-style-type: none"> • Be flexible and adaptable and respond quickly when situations change • Offer own opinion and raise challenging issues • Listen when ideas are challenged and respond in a reasonable way • Work through challenges • Stay calm and focused in the face of challenging situations
Personal Attributes Act with Integrity	Intermediate	<ul style="list-style-type: none"> • Represent the organisation in an honest, ethical and professional way • Support a culture of integrity and professionalism • Understand and follow legislation, rules, policies, guidelines and codes of conduct • Help others to understand their obligations to comply with legislation, rules, policies, guidelines and codes of conduct • Recognise and report misconduct, illegal or inappropriate behaviour • Report and manage apparent conflicts of interest
Relationships Communicate Effectively	Adept	<ul style="list-style-type: none"> • Tailor communication to the audience • Clearly explain complex concepts and arguments to individuals and groups • Monitor own and others' non-verbal cues and adapt where necessary • Create opportunities for others to be heard • Actively listen to others and clarify own understanding • Write fluently in a range of styles and formats
Relationships Commit to Customer Service	Intermediate	<ul style="list-style-type: none"> • Support a culture of quality customer service in the organisation • Demonstrate a thorough knowledge of the services provided and relay to customers • Identify and respond quickly to customer needs • Consider customer service requirements and develop solutions to meet needs • Resolve complex customer issues and needs • Co-operate across work areas to improve outcomes for customers
Results Deliver Results	Adept	<ul style="list-style-type: none"> • Take responsibility for delivering on intended outcomes • Make sure team/unit staff understand expected goals and acknowledge success • Identify resource needs and ensure goals are achieved within budget and deadlines • Identify changed priorities and ensure allocation of resources meets new business needs • Ensure financial implications of changed priorities are explicit and budgeted for • Use own expertise and seek others' expertise to achieve work outcomes
Results Think and Solve Problems	Intermediate	<ul style="list-style-type: none"> • Identify the facts and type of data needed to understand a problem or explore an opportunity • Research and analyse information to make recommendations based on relevant evidence • Identify issues that may hinder the completion of tasks and find appropriate solutions

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
		<ul style="list-style-type: none">• Be willing to seek input from others and share own ideas to achieve best outcomes• Generate ideas and identify ways to improve systems and processes to meet user needs
Business Enablers Project Management	Intermediate	<ul style="list-style-type: none">• Perform basic research and analysis which others will use to inform project directions• Understand project goals, steps to be undertaken and expected outcomes• Prepare accurate documentation to support cost or resource estimates• Participate and contribute to reviews of progress, outcomes and future improvements• Identify and escalate any possible variance from project plans