

Role Description

Communications Specialist



Cluster	Department of Enterprise, Investment and Trade
Division/Branch/Unit	Sydney Opera House
Location	Sydney CBD
Classification/Grade/Band	
Kind of Employment	Enterprise Agreement – ongoing
ANZSCO Code	
PCAT Code	
Role Number	
Date of Approval	February 2022
Agency Website	www.sydneyoperahouse.com

AGENCY OVERVIEW

The Sydney Opera House is an Executive Agency of the NSW Department of Enterprise, Investment and Trade. It 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. It is a masterpiece that belongs to all Australians.

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.
- To inspire, and strengthen the community, in everything we do.

PURPOSE OF THE ROLE

The Communications Specialist is responsible for developing and delivering integrated communications strategies that promote Sydney Opera House experiences to local and global audiences.

Reporting to the Senior Communications Manager, you will drive and execute media and communications campaigns that generate awareness and engagement for a range of Opera House experiences, including tours, food and beverage, retail, and major events.

With exceptional project management skills and using your creative news judgement, you will build a sustained and forward program of storytelling opportunities that shape and enhance the Opera House as a global tourism destination and cultural icon, delivering communications campaigns that help achieve commercial and audience outcomes.

This position works closely with marketing, creative and digital content teams, as well as Visitor Experience business units (tourism, tours, food and beverage, retail, accessibility, and front-of-house).

KEY ACCOUNTABILITIES

- **Communications strategy:** Initiate the development of media and PR strategies for a range of SOH precinct experiences, products and initiatives in consultation with the Senior Communications Manager. Independently lead day-to-day campaign activity for Visitor Experience and major events, aligned and integrated with marketing and social campaign plans.
- **Media engagement:** Own and drive proactive media opportunities, inbound enquiries and on site media activity. Manage and nurture a cohesive and extensive network of media contacts and relationships across sectors.

- **Storytelling/copywriting:** Develop, write and maintain clear, consistent and compelling copy for a variety of format and channels, including media releases, Q&As, quotes, and campaign copy for social and digital content as required.
- **Strategic counsel:** Deliver day-to-day media strategy and timely communications advice for a variety of teams and projects.
- **People management:** Guide and collaborate with junior members of the team to deliver tactical elements of campaign work.
- **Issues management:** Proactively identify potential issues, draft suggested messaging, and devise management strategies in consultation with the Senior Communications Manager.
- **Content creation:** Work closely with the content and creative teams to initiate 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. Maximise opportunities as part of an integrated marcomms team.
- **Stakeholder management:** Work collaboratively with the wider Visitor Experience portfolio, including tours, food and beverage, and retail to ensure an integrated communications approach that reflects and supports business priorities. Nurture relationships with relevant operators (e.g. Bennelong, TWG, Opera Bar, Opera Kitchen) and partners including Tourism Australia, City of Sydney and DNSW to maximise reach for SOH experiences.
- **Measurement and reporting:** Maintain a robust coverage and media monitoring tracker for dedicated campaigns, develop reporting dashboards that deliver insight and quality measurement, and effectively track KPIs against campaign objectives to measure business impact.

KEY CHALLENGES

- Facilitating the effective delivery of multiple projects and campaigns on time and to tight deadlines within a dynamic, fast-paced operating environment;
- Working with various stakeholders and responding to their needs while ensuring agreed activity supports the achievement of communications, commercial and audience objectives;
- Prioritising creative, insight-led communications while managing frequent inbound enquiries.

KEY RELATIONSHIPS

WHO	WHY
Internal	
Senior Communications Manager	To provide regular updates on the direction and performance of communications activity. Escalate issues, keep informed, and receive guidance and support from this role on key matters.
Head of External Communications	To receive senior guidance and support from this role on key strategic and operational matters, escalate issues, and keep informed.
Communications team	Collaborate effectively and fully with the wider communications team, working cohesively to maximise organisation-wide storytelling and media opportunities, sharing information and insights, and contributing to the development of appropriate public relations processes, systems and practices.
Visitor Experience teams & commercial operators	To work as a member of the team, understand business goals and inform strategy. To ensure the Opera House is incorporated into relevant communications and that the brand is well represented, working collaboratively with operators on activity and announcements.
Chief Customer Officer	To receive senior guidance on the direction and delivery of portfolio strategy. Share key information and updates and keep broadly informed of all relevant projects, activity and emerging issues.
Production & Events	To brief on operational requirements that support onsite media activity in a timely manner.
External	

WHO	WHY
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.
Tourism organisations, partners, government and industry bodies	To network, share information and keep up to date with initiatives and trends. Develop collaborative publicity initiatives where applicable and/or appropriate.
Agencies, photographers and suppliers	To ensure SOH enjoys collaborative, cost-effective relationships with these stakeholders whilst ensuring an outstanding quality of content.

ROLE DIMENSIONS

Decision Making

While the Communications Specialist receives overall direction from the Senior Communications Manager, the position holder makes key day-to-day decisions that support the successful delivery of agreed projects and priorities.

Reporting Line

Senior Communications Manager

Direct Reports

Communications Assistant

ESSENTIAL REQUIREMENTS

- A minimum of 3-4 years' practical experience in communications and media relations. Tourism experience desirable.
- A demonstrated ability to manage several concurrent projects and undertake media campaigns with minimal supervision.
- A demonstrated knowledge of the trends and initiatives relating to the tourism industry and arts and cultural sector.
- Excellent oral and written communication skills with strong attention to detail.
- An established network of media and industry contacts across news, travel and tourism, entertainment and the arts.
- Experience delivering high-quality and tailored communications to diverse audiences via multi-channel campaigns.
- Demonstrated ability to build and maintain strong relationships with a wide range of stakeholders.
- Demonstrated flexibility and creativity in successfully identifying 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

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	Intermediate
	Value Diversity	Foundational
 Relationships	Communicate Effectively	Adept
	Commit to Customer Service	Intermediate
	Work Collaboratively	Foundational
	Influence and Negotiate	Intermediate
 Results	Deliver Results	Intermediate
	Plan and Prioritise	Intermediate
	Think and Solve Problems	Foundational
	Demonstrate Accountability	Intermediate
 Business Enablers	Finance	Foundational
	Technology	Foundational
	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
Personal Attributes Value Diversity	Foundational	<ul style="list-style-type: none"> Reflect and respect the diversity of the community in everything you do Embed best-practice activity using the Opera House's Diversity,

NSW Public Sector Capability Framework		
Group and Capability	Level	Behavioural Indicators
		Inclusion & Belonging strategy as a framework <ul style="list-style-type: none"> Invest the energy, focus and resources required to bring about meaningful change Make decisions in consultation with members of any groups affected by the decision
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 Demonstrate Accountability	Intermediate	<ul style="list-style-type: none"> Take responsibility and be accountable for own actions Understand delegations and act within authority levels Identify and follow safe work practices, and be vigilant about their application by self and others Be alert to risks that might impact the completion of an activity and escalate these when identified Use financial and other resources responsibly
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