

Role Description

Senior Creative: Content



| | |
|---------------------------|---|
| Cluster | Department of Enterprise, Investment and Trade |
| Division/Branch/Unit | Sydney Opera House |
| Location | Sydney CBD |
| Classification/Grade/Band | Grade 4, Level 1 |
| Kind of Employment | Enterprise Agreement |
| ANZSCO Code | |
| PCAT Code | |
| Role Number | |
| Date of Approval | April 2022 |
| 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 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, and strengthen the community, through everything we do.

PURPOSE OF THE ROLE

The **Senior Creative: Content** is a strategically minded and conceptual storyteller who has experience in creating engaging content for online channels. They are responsible for leading creative content projects, working hands on and in oversight to ensure delivery of engaging video and written content that aligns with key strategies. The role also leads copywriting for major campaigns and collaborates on major campaign concepts.

The role is part of SOH's Creative Studio team. Creative Studio exist to champion and deliver engaging creative communications and to present a unique and unified Sydney Opera House brand.

KEY ACCOUNTABILITIES

- Lead and oversee creative content projects from concept to delivery for high-visible SOH campaigns and channels.
 - Apply creative and channel expertise to proactively pitch new ideas and co-lead the delivery of the SOH Content Strategy.
 - Transform briefs and strategies into high-performing video and written content to drive brand engagement and commercial objectives.
 - Provide creative direction and guidance on content projects to direct reports and collaborators.
 - Provide senior guidance and lead collaboration on concepts for major campaigns and projects.
 - Apply expertise to write, oversee, and edit copy for major campaigns and projects.
 - Be a brand guardian ensuring consistent brand voice and alignment with brand strategy.
 - Provide creative content and copywriting guidance to Social Media team.
 - Collaborate with external agencies and specialists to deliver projects beyond in-house capabilities, ensuring an exceptional quality of output.
-

- Provide day-to-day senior advice to a wide range of stakeholders and colleagues to inspire and build a deep understanding of creative content best practices.

KEY CHALLENGES

- Balance creative and channel best practices with marketing objectives and commercial targets
- Prioritise and balance a high volume of competing work priorities to deliver solutions in a timely manner
- Collaborate in a complex business environment with multiple internal and external stakeholders

KEY RELATIONSHIPS

| WHO | WHY |
|---|---|
| Internal | |
| Head of Creative | Direct manager and team leader. To receive overarching creative direction and strategic brand guidance. To keep informed of high-level activity, insights and recommendations. |
| Mid-weight Creative: Content and Mid-weight Editor x2 | Direct reports. To provide creative leadership, guidance and sign off on creative content projects. |
| Senior Creatives and Creative Studio team | To collaborate with on major projects, providing copywriting expertise and conceptual support. |
| Content Marketing Manager and Performance Marketing team | To collaborate with on implementing the Content Strategy, pro-actively sharing content ideas that align. To receive results, insights, and recommendations to positively impact future content. |
| Wider Marketing team and Communications team | To collaborate with on project work in strategic and account management capacity. |
| SOH Presents and other project leads | To work with in client capacity, present concepts, development and address/manage feedback. |
| External | |
| Resident companies | Co-creation and direction of major content. |
| Creative collaborators e.g. production companies, videographers, content agencies | Commission and oversee to deliver projects beyond team capacity or skillset. |
| Relevant industry bodies and professional networks | Network and keep abreast of industry trends and best practice. |

ROLE DIMENSIONS

Decision Making

The position is fully accountable for the creation, recommendation and implementation of creative solutions in accordance with agreed strategies and briefs.

Reporting Line

Head of Creative

Direct Reports

Mid-weight Editor x2

Mid-weight Creative, Content

ESSENTIAL REQUIREMENTS

- Minimum 6 years' agency or in-house experience in a creative role focussed on copywriting and/or video content
- Portfolio of excellent and effective creative work demonstrating strong conceptual, craft and written skills
- Excellent storyteller capable of creating compelling narratives for a variety of channels
- Excellent written skills, including short/long form copy, editing and proof-reading
- Excellent understanding of channels and content best practices
- Strong presentation and stakeholder management skills





- Ability to manage and deliver multiple projects simultaneously in calm and confident manner
- Experience managing and developing direct report style roles
- Experience collaborating with external production agencies and creative specialists

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

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 |
| Relationships Communicate Effectively | Advanced | <ul style="list-style-type: none"> • Present with credibility, engage diverse audiences and test levels of understanding • Translate technical and complex information clearly and concisely for diverse audiences • Create opportunities for others to contribute to discussion and debate • Contribute to and promote information sharing across the organisation |

| NSW Public Sector Capability Framework | | |
|--|----------|--|
| Group and Capability | Level | Behavioural Indicators |
| | | <ul style="list-style-type: none"> • Manage complex communications that involve understanding and responding to multiple and divergent viewpoints • Explore creative ways to engage diverse audiences and communicate information • Adjust style and approach to optimise outcomes Write fluently and persuasively in plain English and in a range of styles and formats |
| Results Deliver Results | Advanced | <ul style="list-style-type: none"> • Seek and apply the expertise of key individuals to achieve organisational outcomes • Drive a culture of achievement and acknowledge input from others • Determine how outcomes will be measured and guide others on evaluation methods • Investigate and create opportunities to enhance the achievement of organisational objectives • Make sure others understand that on-time and on-budget results are required and how overall success is defined • Control business unit output to ensure government outcomes are achieved within budgets • Progress organisational priorities and ensure that resources are acquired and used effectively |
| Results Plan and Prioritise | Advanced | <ul style="list-style-type: none"> • Understand the links between the business unit, organisation and the whole-of-government agenda • Ensure business plan goals are clear and appropriate and include contingency provisions • Monitor the progress of initiatives and make necessary adjustments • Anticipate and assess the impact of changes, including government policy and economic conditions, on business plans and initiatives and respond appropriately • Consider the implications of a wide range of complex issues and shift business priorities when necessary • Undertake planning to help the organisation transition through change initiatives, and evaluate progress and outcomes to inform future planning |
| Results Demonstrate Accountability | Advanced | <ul style="list-style-type: none"> • Design and develop systems to establish and measure accountabilities • Ensure accountabilities are exercised in line with government and business goals • Exercise due diligence to ensure work health and safety risks are addressed • Oversee quality assurance practices • Model the highest standards of financial probity, demonstrating respect for public monies and other resources • Monitor and maintain business-unit knowledge of and compliance with legislative and regulatory frameworks • Incorporate sound risk management principles and strategies into |

NSW Public Sector Capability Framework

| Group and Capability | Level | Behavioural Indicators |
|----------------------|-------|------------------------|
|----------------------|-------|------------------------|

| | | |
|-------------------|--|--|
| business planning | | |
|-------------------|--|--|

| | | |
|--|----------|---|
| Business Enablers Project Management | Advanced | <ul style="list-style-type: none">• Prepare and review project scope and business cases for projects with multiple interdependencies• Access key subject-matter experts' knowledge to inform project plans and directions• Design and implement effective stakeholder engagement and communications strategies for all project stages• Monitor project completion and implement effective and rigorous project evaluation methodologies to inform future planning• Develop effective strategies to remedy variances from project plans and minimise impact• Manage transitions between project stages and ensure that changes are consistent with organisational goals• Participate in governance processes such as project steering groups |
|--|----------|---|