

Role Description

Digital Programming Associate



Cluster	Department of Premier & Cabinet
Division/Branch/Unit	Sydney Opera House
Location	Sydney CBD
Classification/Grade/Band	Grade 1 Level 3
Kind of Employment	Enterprise Agreement – Temporary
ANZSCO Code	212112
PCAT Code	1229192
Role Number	W02941R02715
Date of Approval	May 2017
Agency Website	http://www.sydneyoperahouse.com

AGENCY OVERVIEW

The Sydney Opera House is an Executive Agency of the NSW Department of Premier & Cabinet. 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

Digital content creation and distribution are integral elements of the programming strategy for Sydney Opera House, enabling the organisation to connect and create a deeper relationship with new and existing audiences.

An active contributor of ideas and a true collaborator, this role is responsible for the implementation of digital initiatives, including but not limited to long and short-form video pieces; live streams and podcasts; under the overall curatorship of the Head of Digital Programming. This role also supports marketing and publicity initiatives for projects, ensuring that digital content is embedded within every campaign; as well as managing the administration and budget tracking for all digital initiatives within the program stream. This role suits applicants with prior experience and passion for contemporary culture and the performing arts.

KEY ACCOUNTABILITIES

- Assist the Head of Digital Programming to identify, scope and implement new digital engagement initiatives including but not limited to long and short-form video pieces; live streams and podcasts.
- Support the Artistic Strategy by implementing online content to significantly deepen consumer engagement and participation
- Manage, alongside the Marketing teams, digital content distribution across owned platforms, social media and partner channels. Liaise and coordinate with internal and external stakeholders including creatives and suppliers to develop bespoke content and initiatives
- Keep abreast of trends, learnings, innovations and risk within the digital and online space, and share this knowledge with others
- Assist with specialist/niche online marketing and publicity campaigns when required
- Maintain and manage the digital content budget and tracking systems; and maintain accurate, transparent project tracking and planning documents

KEY CHALLENGES

- Prioritise competing work priorities in a busy, dynamic environment
- Remain knowledgeable regarding ever-changing trends in the areas of digital content and technology
- Create unique and compelling online content that remains consistent with the Sydney Opera House brand and organisation-wide process and policy

KEY RELATIONSHIPS

WHO	WHY
Internal	
Head of Digital Programming	To receive direction, guidance and advice on Digital Programming strategy, artistic strategy and project development. Undertake duties and tasks as assigned, working autonomously within the mandate given while keeping abreast of and involved in relevant operational planning and roll-out of projects as requested.
Heads of Program and Producing Staff	To receive direction, guidance and advice on artistic strategy and ideas; respond to directions from this role on all matters; keep broadly involved on all relevant matters.
Head of Operations and Business Management	To respond to directions from this role on all matters, keep broadly involved on all relevant matters and to seek direction on matters related to process, systems, resourcing, legalities, and planning.
Business Analyst	To respond to directions from this role on all matters, keep broadly involved on all relevant matters regarding financial management.
Other Program Heads & Producers	To contribute to the broader objectives, and ensure integration of activities across the whole of the SOH Presents program, supporting other staff in a proactive and collaborative manner.
Other Programming Staff	To work collaboratively and ensure other staff working on projects have what they need to do their jobs effectively to support projects.
Marketing team	To involve in project development and planning. To keep in close contact on the development of marketing, digital and PR plans for projects while allowing them to be responsible for their portion of the project.
Marketing & PR Colleagues	To keep involved from early on, to work with on an equal basis respecting expertise and advice and to allow them to have the broad mandate to fully manage their portion of the project.
Production Colleagues	To keep involved from early on, to work with on an equal basis respecting expertise and advice and to allow them to have the broad mandate to fully manage their portion of the project.
External	
Artists and Arts Companies	To ensure that artists involved in digital content at SOH are treated respectfully and warmly, and their expectations and needs are met resulting in a memorable and enjoyable experience at SOH.
Digital Content Creatives, Agencies and Suppliers	To ensure SOH enjoys collaborative, cost-effective relationships with these stakeholders whilst ensuring an outstanding quality of content.

ROLE DIMENSIONS

Decision Making

This position implements agreed digital content strategies for Sydney Opera House, working closely with the Head of Digital Programming and the relevant Head of Program, SOHP.

Reporting Line

Head of Programming SOHP

Direct Reports

Nil

ESSENTIAL REQUIREMENTS

- A digital-native who is equally competent in generating creative and innovative ideas as well as possessing solid implementation and distribution skills





- Demonstrated experience with video and or/ audio production
- Demonstrated experience with social media
- Outstanding long and short-form written communication skills, demonstrated in examples of previous published (print or online) work
- Passion for the performing arts coupled with high awareness of digital trends in contemporary culture.
- Excellent research skills
- Proven strengths in analysing data to improve the effectiveness of digital activity
- Sound budget management skills
- Sound understanding of basic negotiations and contracting
- Excellent attention to detail
- Excellent communication, interpersonal, and relationship management skills
- Experience with Adobe Suite and/or Final Cut is preferable
- Experience with web content management is an advantage

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

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	Foundational	<ul style="list-style-type: none"> Be open to new ideas and approaches Offer own opinion, ask questions and make suggestions Adapt well to new situations Do not give up easily when problems arise Stay calm in challenging situations
Personal Attributes Act with Integrity	Foundational	<ul style="list-style-type: none"> Behave in an honest, ethical and professional way Take opportunities to clarify understanding of ethical behaviour requirements Identify and follow legislation, rules, policies, guidelines and codes of conduct that apply to your role Speak out against misconduct, illegal and inappropriate behaviour Report apparent conflicts of interest
Relationships Communicate Effectively	Foundational	<ul style="list-style-type: none"> Speak at the right pace and volume for varied audiences Allow others time to speak Display active listening Explain things clearly Be aware of own body language and facial expressions Write in a way that is logical and easy to follow
Relationships Commit to Customer Service	Foundational	<ul style="list-style-type: none"> Understand the importance of customer service Help customers understand the services that are available Take responsibility for delivering services which meet customer requirements Keep customers informed of progress and seek feedback to ensure their needs are met Show respect, courtesy and fairness when interacting with customers
Results Demonstrate Accountability	Foundational	<ul style="list-style-type: none"> Take responsibility for own actions Be aware of delegations and act within authority levels Be aware of team goals and their impact on work tasks Follow safe work practices and take reasonable care of own and others health and safety Escalate issues when these are identified
Business Enablers Technology	Intermediate	<ul style="list-style-type: none"> Apply computer applications that enable performance of more complex tasks Apply practical skills in the use of relevant technology Make effective use of records, information and knowledge management functions and systems Understand and comply with information and communications security and acceptable use policies Support the implementation of systems improvement initiatives and the introduction and roll-out of new technologies
Business Enablers Project Management	Foundational	<ul style="list-style-type: none"> Plan and deliver tasks in line with agreed schedules Check progress against schedules, and seek help to overcome barriers Participate in planning and provide feedback about improvements to schedules