

# Role Description

## Paid Media Manager



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	Ongoing
ANZSCO Code	139999
PCAT Code	1229192
Role Number	W03479R02986
Date of Approval	November 2022
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 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 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 Paid Media Manager is responsible for planning all paid media campaigns run by Sydney Opera House (SOH) and to drive top to bottom-funnel tactics, and audience acquisition and growth strategies through paid media to support SOH objectives across all channels.

The role requires someone passionate about driving results with direct experience designing and executing multi-touch, multi-channel marketing campaigns, implementing experiments, reporting and adjusting for optimization.

### KEY ACCOUNTABILITIES

- Driving short and long-term paid media strategies to ensure campaign performance across all channels – Social, Search, Display / Programmatic, Print, Radio and Outdoor.
- Managing agency relationships including contractors, creative agencies and media planner buyers such as our agency OMD.
- Managing the targeting, trafficking, monitoring, optimisation and reporting of paid media campaigns delivering media plans, reporting and invoicing across all campaigns, in consultation with campaign managers.
- Actively drive spending efficiencies across all paid campaigns by regularly setting and reviewing benchmarks, and analysing proposed paid media across industry performance trends and considerations.
- Managing annual media planning of all marketing campaigns working in conjunction with the Head of Digital Marketing and in alignment with wider business priorities and marketing objectives.
- Responsible delivery of revenue targets, and KPI's for all paid media campaigns. On occasion, this may also include direct project support across major campaign activities.
- Working with the other channel teams to support developing channel-level strategies to drive performance metrics across our digital platforms, website and social channels.

## KEY CHALLENGES

- Translating insights and learnings KPIs paid and owned media, data sources and campaign analytics to ensure the successful realisation of omni-channel campaigns targets and objectives.
- Managing a high volume and velocity of day-to-day activity in the context of competing priorities and multiple stakeholders.
- Thriving in a fast-paced, complex business environment with multiple internal and external stakeholders.

## KEY RELATIONSHIPS

WHO	WHY
<b>Internal</b>	
Marketing Leadership Team	To keep informed of high level activity and strategies, to advise of adherence to KPIs and social media benchmarks and to provide insights and learnings.
Head of Digital Marketing	Role Manager. To keep informed of high level activity to acquire sign-off for major projects, strategies and campaigns and to advise of adherence to KPIs and social media benchmarks and to provide insights and learnings.
Digital Marketing Team	To work together to refine our channel strategies.
Paid Media Specialists	Team of direct reports. Responsible for day-to-day platform management, media planning, process management, reporting and optimising campaigns.
Digital Marketing Team	Collaborate with team to provide cross-functional support for fluctuating workloads, to share an adherence to marketing benchmarks and to provide insights and learnings.
Creative Studio	To collaborate and provide insights, learnings and recommendations for creating quality content. Adhere to Brand management, creative standards, issues escalation, and aligning with key campaign timings.
Wider Marketing Team, Communications Team, Partnerships Team	To share campaign reporting, synthesising insights to provide recommendations and optimisations to help the wider Marketing team to achieve their objectives. This role will provide insights, learnings and recommendations to improve campaign performance, act as a trusted advisor and subject matter expert and transfer best practice skills and knowledge and provide guidance and accountability on activity, process and policy.
Visitor Experience leaders	Relationship management, marketing expertise, senior campaign advice and management.
Ticketing Team	Customer-facing insights, campaign operations, transactional matters
<b>External</b>	
Content platform vendors	Responsible for the day-to-day maintenance of platform vendor relationships, platform optimisations and upgrades.
Resident companies and promoters	Co-creation and funding of major content, relationship management
Video production companies	Responsible for the relationship management of approved video production companies.
Relevant industry bodies and professional networks	Network and keep abreast of industry trends and best practices.

## ROLE DIMENSIONS

### Decision Making

On operational matters, the role works closely with the campaigns team to recommend actions to drive paid campaign activity and optimisations. On strategic matters, the role works closely with the Head of Digital Marketing and Marketing Leadership Team.

### Reporting Line

Head of Digital Marketing

### Direct Reports

Paid Media Specialist

Media Planning Specialist

## ESSENTIAL REQUIREMENTS






- Degree in marketing, communications or a related discipline.
- Minimum 5 years' experience in managing performance media campaigns especially across paid social and paid search.
- Demonstrated practical experience with digital performance platforms (including, FB Ads Manager, Adwords, Google Display Network, LinkedIn Ads and Tag Management, and Google Analytics).
- In-depth knowledge across the Google Marketing Platform (i.e. DV360, SA360, Campaign Manager) would be desirable, but not essential.
- Excellent communication, interpersonal, organisational and relationship management skills.
- Very strong leadership and issues management skills.

## 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>Advanced</b>
	<b>Act with Integrity</b>	<b>Adept</b>
	Manage Self	Intermediate
	Value Diversity	Adept
 Relationships	Communicate Effectively	Adept
	<b>Commit to Customer Service</b>	<b>Advanced</b>
	<b>Work Collaboratively</b>	<b>Advanced</b>
	Influence and Negotiate	Adept
 Results	Deliver Results	Advanced
	<b>Plan and Prioritise</b>	<b>Advanced</b>
	Think and Solve Problems	Adept
	<b>Demonstrate Accountability</b>	<b>Adept</b>
 Business Enablers	Finance	Adept
	<b>Technology</b>	<b>Advanced</b>
	Procurement and Contract Management	Intermediate
	Project Management	Adept
 People Management	<b>Manage and Develop People</b>	<b>Advanced</b>
	Inspire Direction and Purpose	Adept
	Optimise Business Outcomes	Adept
	Manage Reform and Change	Adept

### 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	Advanced	<ul style="list-style-type: none"> <li>Stay calm and act constructively in highly pressured and unpredictable environments</li> <li>Give frank, honest advice in the face of strong, contrary views</li> <li>Accept criticism of own ideas and respond in a thoughtful and considered way</li> <li>Welcome new challenges and persist in raising and working through novel and difficult issues</li> <li>Develop effective strategies and show decisiveness in dealing with emotionally charged situations, difficult and controversial issues</li> </ul>
<b>Personal Attributes</b> Act with Integrity	Adept	<ul style="list-style-type: none"> <li>Represent the organisation in an honest, ethical and professional way and encourage others to do so</li> <li>Demonstrate professionalism to support a culture of integrity within the team/unit</li> <li>Set an example for others to follow and identify and explain ethical issues</li> <li>Ensure that others understand the legislation and policy framework within which they operate</li> <li>Act to prevent and report misconduct, illegal and inappropriate behaviour</li> </ul>
<b>Relationships</b> Commit to Customer Service	Advanced	<ul style="list-style-type: none"> <li>Take responsibility for delivering high quality customer-focused services</li> <li>Understand customer perspectives and ensure responsiveness to their needs</li> <li>Identify customer service needs and implement solutions</li> <li>Find opportunities to co-operate with internal and external parties to improve outcomes for customers</li> <li>Maintain relationships with key customers in area of expertise</li> <li>Connect and collaborate with relevant stakeholders within the community</li> </ul>
<b>Relationships</b> Work Collaboratively	Advanced	<ul style="list-style-type: none"> <li>Recognise outcomes achieved through effective collaboration between teams</li> <li>Build cooperation and overcome barriers to information sharing, communication and collaboration across the organisation and across government</li> <li>Facilitate opportunities to engage and collaborate with stakeholders to develop joint solutions</li> <li>Network extensively across government and organisations to increase collaboration</li> <li>Encourage others to use appropriate collaboration approaches and tools, including digital technologies</li> </ul>
<b>Results</b> Plan and Prioritise	Advanced	<ul style="list-style-type: none"> <li>Understand the links between the business unit, organisation and the whole-of-government agenda</li> <li>Ensure business plan goals are clear and appropriate and include contingency provisions</li> <li>Monitor the progress of initiatives and make necessary adjustments</li> </ul>

NSW Public Sector Capability Framework		
Group and Capability	Level	Behavioural Indicators
		<ul style="list-style-type: none"> <li>Anticipate and assess the impact of changes, including government policy and economic conditions, on business plans and initiatives and respond appropriately</li> <li>Consider the implications of a wide range of complex issues and shift business priorities when necessary</li> <li>Undertake planning to help the organisation transition through change initiatives, and evaluate progress and outcomes to inform future planning</li> </ul>
<b>Results</b> Demonstrate Accountability	Adept	<ul style="list-style-type: none"> <li>Assess work outcomes and identify and share learnings to inform future actions</li> <li>Ensure that actions of self and others are focused on achieving organisational outcomes</li> <li>Exercise delegations responsibly</li> <li>Understand and apply high standards of financial probity with public monies and other resources</li> <li>Identify and implement safe work practices, taking a systematic risk management approach to ensure health and safety of self and others</li> <li>Conduct and report on quality control audits</li> <li>Identify risks to successful achievement of goals, and take appropriate steps to mitigate those risks</li> </ul>
<b>Business Enablers</b> Technology	Advanced	<ul style="list-style-type: none"> <li>Champion the use of innovative technologies in the workplace</li> <li>Actively manage risk to ensure compliance with cyber security and acceptable use of technology policies</li> <li>Keep up to date with emerging technologies and technology trends to understand how their application can support business outcomes</li> <li>Seek advice from appropriate subject-matter experts on using technologies to achieve business strategies and outcomes</li> <li>Actively manage risk of breaches to appropriate records, information and knowledge management systems, protocols and policies</li> </ul>
<b>People Management</b> Manage and Develop People	Advanced	<ul style="list-style-type: none"> <li>Refine roles and responsibilities over time to achieve better business outcomes</li> <li>Recognise talent, develop team capability and undertake succession planning</li> <li>Coach and mentor staff and encourage professional development and continuous learning</li> <li>Prioritise addressing and resolving team and individual performance issues and ensure that this approach is cascaded throughout the organisation</li> <li>Implement performance development frameworks to align workforce capability with the organisation's current and future priorities and objectives</li> </ul>