Role Description
Data Optimisation and Insights Lead

Cluster	**Department of Planning and Environment**
Division/Branch/Unit	**Sydney Opera House**
Location	**Sydney CBD**
Classification/Grade/Band	**Grade 4, Level 2**
Kind of Employment	**Enterprise Agreement - Ongoing**
ANZSCO Code	**139999**
PCAT Code	**1229192**
Role Number	**W02830R02648**
Date of Approval	**November 2024**
Agency Website	**http://www.sydneyoperahouse.com**

AGENCY OVERVIEW

The Sydney Opera House is an Executive Agency of the NSW Department of Creative Industries, Tourism, Hospitality and Sport. 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

This role will drive the transformation of data into actionable insights that enhance business outcomes within Marketing teams across the Marketing business unit and the wider Sydney Opera House. The position will be an expert in collaborating with stakeholders to scope and refine requirements, ensuring that raw data is effectively converted into dynamic dashboards. This role will also provide expertise in navigating the data lifecycle, addressing key business challenges, and informing strategic decision-making. By challenging the status quo, the Data Optimisation and Insights Lead will support continuous improvement initiatives that empower the organisation to leverage data for impactful results.

KEY ACCOUNTABILITIES

Data Optimisation

- Lead the design, development, and administration of the Insights and Optimisation Database, and integration of new and existing processes and systems; ensuring rapid, scalable, and robust data transformation and automation.

- Oversee the integration of diverse data sources from a wide range of CRMs and systems; ticketing, email, surveys, web analytics and other third-party systems to ensure seamless data flow and mapping of the entire customer lifecycle.

- Collaborate with business units, particularly Marketing, to deliver real-time data-driven insights through dynamic, self-serve dashboards using PowerBI and other BI tools.

Business Partnership and Commercial Focus

- Serve as a trusted business and insights partner, working closely with key Marketing stakeholders to understand goals, strategies and pain-points to deliver high-impact insights that support growth, customer engagement, and business strategy.

Leadership in Insights Delivery

- Own the delivery of data solutions – including the full journey from Stakeholder engagement, scoping, building, publishing and maintaining dashboards. Ensuring full alignment with business objectives and provide actionable insights.

- Continuous collaboration with the Insights and Optimisation team to support team members, ensuring data management, storytelling and rapid insights delivery is achieved across business units.

Technical Expertise and Best Practices

- A SME on SQL, database best practises, and coding standards, driving technical excellence and ensuring data reliability and integrity.

- Collaborate with the Technology team to establish robust data governance, data process, and integration standards, ensuring high-quality and accurate data for downstream insights and dashboards.

Agile Insights Delivery

- Implement an agile sprint-based approach to analytics, working closely with the business to ensure quick-turnaround on dashboards and insights that drive commercial decisions.

KEY CHALLENGES

1. Work across business units to identify key business problems, and provide tailored insights and dashboards that drive commercial outcomes quickly and effectively

2. Foster strong, collaborative relationships with stakeholders across Marketing and other business units, building trust and ensuring data-driven insights address real business challenges.

3. Navigate and understand existing data systems and datasets, creating logic and data flows to generate richer customer and behaviour insights and support predictive and growth models

KEY RELATIONSHIPS

WHO	WHY
Internal	
Head of Insights	To align with department vision, support department strategy and projects.
	To co-create personal development and career plan.
Insights Team	To work collaboratively and transparently, continuously adjusting workflow based on priorities and direction.
Marketing Leadership Team	To work closely with, understand and support Marketing strategies, and translate their strategies into insights products.
Technology	To work closely with on systems and tools support and enhancement, organisation wide business intelligence, business process and governance advocacy, in particular with the ticketing/CRM team.

Decision Making
The Data Optimisation and Insights Lead will be the lead on data foundation projects and strategy, including the development of analytical dashboards and reporting, and the integration of offline and online data sources.

Reporting Line
Head of Insights

Direct Reports
Nil

ESSENTIAL REQUIREMENTS

- 7+ years of demonstrated experience in advanced Business Intelligence, analytics, data visualisation roles with proven leadership in delivering strategic insights across Marketing and other business functions.
- Advanced technical proficiency in MS SQL and expertise in database architecture, data warehousing, database optimisation, with a proven track record of building complex data solutions for business intelligence purposes.
- Strong technical proficiency in additional programming languages such as Python, R, or Java, with experience in data automation and integration of analytical systems.
- Proven expertise in data governance, ensuring high quality data reliability and integrity for downstream analytics and decision making.
- Extensive experience in agile development methodologies, sprint-based analytics, and delivering rapid-turnaround actionable insights that drive and support decision making.
- Advanced skills in PowerBI, including building dynamic dashboards, advanced DAX calculations, and connecting multiple data sources, ensuring seamless data integration and high-performance analytics.
- Proven experience in project management, handling multiple priorities simultaneously, and managing cross-functional teams to deliver timely, high-quality insights.
- Strong verbal, presentation, and written communication skills, with a demonstrated ability to engage and influence senior stakeholders.
- Strong Marketing and business acumen, with experience in CRM systems, Marketing data, and Customer data, including building and scaling analytical insights through behavioural analysis, statistical modelling, customer analytics, segmentation, and predictive analytics.

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	**Adept**
	Manage Self	Intermediate
	Value Diversity	Intermediate

NSW Public Sector Capability Framework		
Capability Group	**Capability Name**	**Level**
Relationships	**Communicate Effectively**	**Adept**
	Commit to Customer Service	Intermediate
	Work Collaboratively	Adept
	Influence and Negotiate	Intermediate
Results	Deliver Results	Adept
	Plan and Prioritise	Adept
	Think and Solve Problems	**Adept**
	Demonstrate Accountability	**Intermediate**
Business Enablers	Finance	Intermediate
	Technology	**Adept**
	Procurement and Contract Management	Intermediate
	Project Management	**Adept**
People Management	**Manage and Develop People**	**Intermediate**
	Inspire Direction and Purpose	Intermediate
	Optimise Business Outcomes	Intermediate
	Manage Reform and Change	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	Adept	• Be flexible, show initiative and respond quickly when situations change • Give frank and honest feedback/advice • Listen when ideas are challenged, seek to understand the nature of the criticism and respond constructively • Raise and work through challenging issues and seek alternatives • Keep control of own emotions and stay calm under pressure and in challenging situations
Personal Attributes Act with Integrity	Adept	• Represent the organisation in an honest, ethical and professional way and encourage others to do so • Demonstrate professionalism to support a culture of integrity within the team/unit • Set an example for others to follow and identify and explain ethical issues • Ensure that others understand the legislation and policy framework within which they operate • Act to prevent and report misconduct, illegal and inappropriate behaviour
Relationships Communicate Effectively	Adept	• Tailor communication to the audience • Clearly explain complex concepts and arguments to individuals and groups

NSW Public Sector Capability Framework		
Group and Capability	**Level**	**Behavioural Indicators**
		• 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
Results Think and Solve Problems	Adept	• Research and analyse information, identify interrelationships and make recommendations based on relevant evidence • Anticipate, identify and address issues and potential problems and select the most effective solutions from a range of options • Participate in and contribute to team/unit initiatives to resolve common issues or barriers to effectiveness • Identify and share business process improvements to enhance effectiveness
Results Demonstrate Accountability	Intermediate	• 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 Technology	Adept	• Demonstrate a sound understanding of technology relevant to the work unit, and identify and select the most appropriate technology for assigned tasks • Identify opportunities to use a broad range of communications technologies to deliver effective messages • Understand, act on and monitor compliance with information and communications security and use policies • Identify ways to leverage the value of technology to achieve team/unit outcomes, using the existing technology of the business • Support compliance with the records, information and knowledge management requirements of the organisation
Business Enablers Project Management	Adept	• Prepare clear project proposals and define scope and goals in measurable terms • Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements • Prepare accurate estimates of costs and resources required for more complex projects • Communicate the project strategy and its expected benefits to others • Monitor the completion of project milestones against goals and initiate amendments where necessary • Evaluate progress and identify improvements to inform future projects
People Management Manage and Develop People	Intermediate	• Ensure that roles and responsibilities are clearly communicated • Collaborate on the establishment of clear performance standards and deadlines in line with established performance development frameworks • Develop team capability and recognise and develop potential in people • Be constructive and build on strengths when giving feedback • Identify and act on opportunities to provide coaching and mentoring

NSW Public Sector Capability Framework		
Group and Capability	Level	Behavioural Indicators
		• Recognise performance issues that need to be addressed and work towards resolution of issues