

Role Description

Producer, Digital Programming



Cluster	Department of Premier & Cabinet
Division/Branch/Unit	Sydney Opera House
Location	Sydney CBD
Classification/Grade/Band	Grade 3, Level 2
Kind of Employment	Enterprise Agreement – Ongoing
ANZSCO Code	212112
PCAT Code	1119192
Role Number	SOH1785
Date of Approval	22 November 2021
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 Programming delivers high-quality streams and recordings direct from our stages, along with new digital presentations that extend and complement the Opera House's Artistic Strategy. This type of 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 and maker, this role works in close consultation with the Head of Digital Programming to develop and identify programming opportunities. The Producer, Digital Programming is responsible for the effective management and presentation of designated digital projects, including generating business cases, budgets, negotiating financial arrangements and contracts and working in close collaboration with the array of internal and external stakeholders across all aspects of project management and delivery.

KEY ACCOUNTABILITIES

- Develop ideas and projects to support the artistic and business planning objectives of the Digital Programming department; collaborating with the Head of Digital Programming to ensure that the overall program achieves its budget and artistic objectives; and keeping abreast of trends, opportunities, and challenges across the digital sector.
- Autonomously project manage digital projects including the production of livestreams, long and short form videos, podcasts; apps; the management of the SOH streaming platform; and other outcomes as required; leading a diverse team of SOH staff and external stakeholders (including creatives) to ensure objectives are met
- Expertly manage all business and financial documentation and tasks, including but not limited to preparing successful business cases to establish project parameters; managing budgets (including scoping and managing expenditure), and negotiating, preparing, and monitoring contracts.
- Coordinate contracts with artists, speakers, agents, publishers and project partners, ensuring all salient matters are agreed and accurately recorded. Ensure that any and all contractual obligations, such rights and distribution are clearly defined with speakers and artists and communicated to relevant staff.
- Develop and maintain strong and productive relationships with local and international artists, institutions, art centres, festivals and creative digital producers.
- Provide expert input into the development of marketing and publicity campaign plans and collaborate with the Engagement team on distribution strategies and social media initiatives; and undertake post-event reporting and analysis with a view to

- ongoing improvement of festival scope and delivery.
- Maintain and manage the library of digital content and recordings; ensuring all works are appropriately and safely archived, tagged and easily accessed.
- Additionally work across intra-department digital programming projects as required; and on projects within other art form areas as directed.

KEY CHALLENGES

- Maintaining a year-round production cycle for Digital Programming in a busy and complex organisation with many competing artistic and operational priorities.
- Keep abreast of trends, learnings, innovations and risk within the digital and online space, and using this to create innovative digital content that engages various audience sectors.
- Balance competing project timelines and priorities to ensure project deadlines are met whilst maintaining the artistic integrity, audience engagement and financial health of projects.

KEY RELATIONSHIPS

WHO	WHY
Internal	
Head of Digital Programming	To receive direction, guidance and advice on program planning and idea 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.
Head of Operations and Business Management, SOH Presents	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, HR, administration, logistics and ticketing, planning and resource planning.
Senior Business Analyst	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 budgets, event cases and financial management.
Other Program Heads and 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, Publicity & Digital Content	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.
Production & Account Managers	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, Recording & Broadcast Colleagues	To keep involved from the beginning of projects, 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

The role is accountable to the Head of Digital Programming on all matters including the successful development and delivery of projects within the digital program. The position holder has the mandate to develop external relationships, partnerships and create and propose approval for programming projects that are within the set parameters.

The role is able to negotiate and enter into financial commitments and contracts that are consistent with both the Delegations Policy and the approved event case for the applicable project without reference to the Head of Digital Programming providing such negotiations and contracts are consistent with the broad direction set by the Head of Digital Programming.

The role is a leadership position which uses astute judgement and expertise in collaborating on the development of the digital program and managing issues and balancing the competing and/or conflicting demands of internal and external stakeholders.

Reporting Line

Head of Digital Programming

Direct Reports

None

ESSENTIAL REQUIREMENTS





- Demonstrated capability in curating or collaborating to a high-level on a program of digital arts projects.
- Demonstrated experience with video and audio production. Experience with Adobe Creative Cloud and/or Final Cut is an advantage, but not essential.
- Passion for culture coupled with high awareness of digital trends within SOH Presents program areas.
- Experience in developing and implementing business cases and project budgets including modelling revenue.
- Experience in managing multiple projects, often with competing priorities.
- Experience developing marketing and publicity strategies plus negotiating and drafting contracts with artists and arts organisations.
- Strong team, relationship management and leadership skills along coupled with strong oral and written communication 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

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	Adept
	Value Diversity	Intermediate
 Relationships	Communicate Effectively	Adept
	Commit to Customer Service	Intermediate
	Work Collaboratively	Adept
 Results	Deliver Results	Adept
	Plan and Prioritise	Intermediate
	Think and Solve Problems	Intermediate
	Demonstrate Accountability	Intermediate
 Business Enablers	Finance	Foundational
	Technology	Intermediate
	Procurement and Contract Management	Intermediate
	Project Management	Intermediate

NSW Public Sector Capability Framework

Capability Group	Capability Name	Level
	Manage and Develop People	Intermediate
	Inspire Direction and Purpose	Intermediate
	Optimise Business Outcomes	Intermediate
	Manage Reform and Change	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	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
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 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

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
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
People Management Manage and Develop People	Intermediate	<ul style="list-style-type: none">• 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• Recognise performance issues that need to be addressed and work towards resolution of issues
Results Think and Solve Problems	Intermediate	<ul style="list-style-type: none">• Research and analyse information and make recommendations based on relevant evidence• Identify issues that may hinder completion of tasks and find appropriate solutions• Be willing to seek out input from others and share own ideas to achieve best outcomes• Identify ways to improve systems or processes which are used by the team/unit