

Role Description
Senior Digital Marketing Coordinator



Cluster	Department of Premier & Cabinet
Division/Branch/Unit	Sydney Opera House
Location	Sydney CBD
Classification/Grade/Band	Grade 1 / Level 1
Kind of Employment	Enterprise Agreement – Temporary 12 month contract
ANZSCO Code	132211
PCAT Code	2119192
Role Number	W02468R00038
Agency Website	http://www.sydneyoperahouse.com

AGENCY OVERVIEW

The Sydney Opera House is an Executive Agency of the NSW Department of Planning & Environment. 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 Digital Marketing Strategy, enabling Sydney Opera House to connect and create deeper relationships with new and existing audiences.

This role is responsible for assisting the Social Media team in the coordination and distribution of content for social media platforms and campaigns, management of communities and providing reporting and insights on channel and platform performance. You will have a deep level of knowledge of social media channels and platforms, tools and social technology trends and developments. The role requires a blend of art and science - the ability to balance the creative elements of marketing with the analytical.

KEY ACCOUNTABILITIES

- Day to day coordination of Sydney Opera House social media, including campaign management, content creation and distribution, analysis and optimisation.
- Managing stakeholder requests for social content and advertising.
- Use social reporting and analytics platforms to produce weekly and monthly social media reports on reach, engagement, following, advocacy and revenue and provide detailed insights to improve future campaign and channel performance
- Prioritise competing work priorities and provide clear transparency on working progress to your Manager
- Use social reporting and analytics platforms to produce weekly and monthly social media reports on reach, engagement, following, advocacy and revenue and provide detailed insights to improve future campaign and channel performance.
- Apply best practice principles across digital marketing channels as related to user experience, content creation, distribution and optimisation, platform utilisation and reporting and analysis.

- Assist in the execution of strategic initiatives that form the Marketing, Digital Marketing and Social Media strategies.
- Assist with development and maintenance of processes, guidelines and policies for Chinese social media channels.

KEY CHALLENGES

- Coordinate a high volume and velocity of day-to-day activity in the context of competing priorities and multiple stakeholders.
- Build and maintain strong working relationships with stakeholders, inside and outside the business
- Keep abreast of industry trends and maintain a proactive, innovative, and collaborative approach to digital marketing, suggesting new platforms, innovations and processes where appropriate.
- Transfer best practice digital marketing knowledge to business and marketing stakeholders as a subject matter expert and trusted advisor.
- Act as a custodian of digital marketing social media channel activity, governance, process and policy.

KEY RELATIONSHIPS

WHO	WHY
Internal	
Head of Digital Marketing	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.
Social Media Manager	To keep informed of day-to-day activity, acquire sign-off for projects and campaigns, advise of adherence to KPIs and provide insights and learnings.
Digital Marketing Team	To provide cross-functional support for fluctuating workloads, to share adherence to email marketing and social media benchmarks and to provide insights and learnings.
Wider Marketing Team, Communications Team, Partnerships Team	To share adherence to social media benchmarks, to provide insights, learnings and recommendations to improve campaign performance, to act as a trusted advisor and subject matter expert and transfer best practice skills and knowledge and to provide guidance and accountability on activity, process and policy.
Insights and Optimisation Team	To share adherence to social media benchmarks, to provide insights and learnings that will inform and improve over-arching customer insights, to collaborate on audience selection and targeting and to adhere to data & insights process and policy.
External	
Relevant industry bodies and professional networks	Network and keep abreast of industry trends and best practice.

ROLE DIMENSIONS

Decision Making

The position holder is responsible for day to day digital marketing activity to which they are assigned and for ensuring that this activity adheres to established channel processes and policies. The position holder is responsible for managing their own day to day priorities within agreed guidelines, and where conflicting priorities exist, seek direction from the Social Media Manager. The position holder will work with the Marketing, Insights & Optimisation and Digital Marketing teams on a day-to-day basis to ensure efficient and effective delivery of social media activity and campaigns. The position holder is accountable for the efficient and accurate delivery of digital content creation and acting as a subject matter expert for SOH social media platforms and channels ensuring all social media campaigns deliver to KPIs agreed upon.

Reporting Line

Social Media Manager – primary

Strategy Planning & Media Manager - secondary

Direct Reports

Nil

ESSENTIAL REQUIREMENTS

- Two + years proven experience with social media platforms including Facebook, Instagram and Twitter – including fan acquisition, paid and organic campaign management and optimisation, content creation and reporting.
- Proven knowledge of social media buying platforms including Facebook Ads Manager.
- Experience in implementing and managing social media content and campaigns - client side or agency.
- Experience with ad-serving platforms such as Doubleclick Campaign Manager and an understanding of how website tagging works.
- Proven experience with website analytics (examples: Google Analytics, Adobe Analytics).
- Communications experience, strong written skills and proven abilities in developing, sourcing and editing content.
- Knowledge of social measurement and monitoring platforms such as Radian6, Local Measure etc preferred.
- Certification in Facebook Blueprint preferred.
- Degree in marketing, communications or a related discipline.
- Excellent communication, interpersonal, organisational and relationship management skills.
- Passion for the digital industry and trends.




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

This role also utilises an occupation specific capability set which contains information from the Skills Framework for the Information Age (SFIA). The capability set is available at www.psc.nsw.gov.au/capabilityframework/ICT

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



Procurement and Contract Management	Foundational
Project Management	Intermediate



Manage and Develop People	Foundational
Inspire Direction and Purpose	Adept
Optimise Business Outcomes	Intermediate
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	Behavioral Indicators
Personal Attributes Display Resilience and Courage	Advanced	<ul style="list-style-type: none"> Stay calm and act constructively in highly pressured and unpredictable environments Give frank, honest advice in the face of strong, contrary views Accept criticism of own ideas and respond in a thoughtful and considered way Welcome new challenges and persist in raising and working through novel and difficult issues Develop effective strategies and show decisiveness in dealing with emotionally charged situations, difficult and controversial issues
Relationships Work Collaboratively	Advanced	<ul style="list-style-type: none"> Build a culture of respect and understanding across the organisation Recognise outcomes which resulted from effective collaboration between teams Build co-operation and overcome barriers to information sharing, communication and collaboration across the organisation and cross-government Facilitate opportunities to engage and collaborate with external stakeholders to develop joint solutions
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 including contingency provisions Monitor progress of initiatives and make necessary adjustments Anticipate and assess the impact of changes, such as government policy/economic conditions, to 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 transition the organisation through change initiatives and evaluate progress and outcome to inform future planning