

# Role Description

## Marketing Specialist, Brand



Cluster	Department of Enterprise, Investment & Trade
Agency	Sydney Opera House
Division/Branch/Unit	Visitor Experience - Marketing
Location	Sydney CBD
Classification/Grade/Band	Grade 2, Level 3
Kind of Employment	Ongoing
ANZSCO Code	531111
PCAT Code	1111492
Date of Approval	September 2023
Agency Website	<a href="http://www.sydneyoperahouse.com">http://www.sydneyoperahouse.com</a>

### AGENCY OVERVIEW

Sydney Opera House is an Executive Agency of the NSW Department of Enterprise, Investment and Trade. Sydney Opera House is operated and maintained for the Government of New South Wales 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

The **Marketing Specialist, Brand** plays a pivotal role in the development and implementation of major marketing campaigns to promote the Sydney Opera House brand and strengthen its reputation as a place of extraordinary experiences.

Reporting directly to the Marketing Manager, Brand, and an integral member of the Campaign Marketing team, the Marketing Specialist, Brand is at the forefront of driving brand awareness, building new audiences and increasing engagement with the Sydney Opera House's full program of experiences across performing arts. The Marketing Specialist, Brand also supports the Marketing Manager, Brand in the development and execution of marketing campaigns for the Private Funding team with the goal of generating revenue from individuals, trusts and foundations, and realising effective partner marketing campaigns and initiatives as required.

An astute project manager, the role works collaboratively across Campaigns, Communications, Creative Studio, Performance Marketing, Insights & Optimisation, Private Funding, Sydney Opera House Presents (SOHP), Visitor Experience and Ticketing teams to deliver large scale multi-channel marketing campaigns. Additionally, the role acts as a brand guardian and advisor, working with internal and external stakeholders to uphold brand governance and guidelines across all creative output.

### KEY ACCOUNTABILITIES

- Develop and implement marketing campaigns for Brand and Private Funding that deliver on brand awareness, engagement and business KPIs, with leadership from the Marketing Manager, Brand.
- Collaborate closely with the Private Funding team and champion the objectives of Philanthropy and Partnerships across the Marcomms team
- Manage the integration of Private Funding messages across SOH owned marketing channels and broader

- marketing campaigns.
- Build collaborative and positive stakeholder relationships with internal and external parties across major projects, campaigns, and brand compliance matters.
- Lead creative and paid media briefings and project manage the subsequent campaign roll out.
- Produce timely and informative campaign reports for key stakeholders.
- Accurate and timely budget tracking of all campaign and brand activities.
- Ensure campaigns adhere to NSW Government advertising and planning guidelines.
- Act as a guardian for the SOH brand and its execution.
- Support business needs in relation to brand guidelines, templates and assets, and enable their delivery in collaboration with the Creative Studio and external agencies.
- Provide support and input into the development of brand strategies, digital content plans, and brand research.

## KEY CHALLENGES

- Operating in a complex and dynamic environment to deliver multiple campaigns.
- Balance competing work priorities; and provide clear work-in-progress and transparent work plans.
- Managing relationships with a large number of internal and external stakeholders.

## KEY RELATIONSHIPS

WHO	WHY
<b>Internal</b>	
General Manager, Marketing	Leadership and strategic guidance
Head of Brand & Marketing Campaigns	Leadership and strategic guidance
Marketing Manager, Brand	Direct Manager. To receive leadership and guidance; to support the development and delivery of brand campaigns and initiatives.
Creative Studio	To brief and collaborate with on creative development for campaigns and brand initiatives.
Marketing Campaigns team	To foster strong collaborative relationship across campaigns
Performance Marketing team	Collaborate closely on campaign execution across owned and paid channels
Private Funding team	Collaboration on marketing strategies and plans
Communications Team	Collaborate to produce connected marcomms campaigns.
<b>External</b>	
SOH Agencies	To work with collaboratively to deliver projects and campaigns.
Resident Companies & Presenters	To develop collaborative relationships to ensure their activities are integrated into SOH brand campaigns.
Corporate Partners	To support Corporate Partners with activating marketing activity.
Industry	To keep up to date with trends for marketing.

## ROLE DIMENSIONS

### Decision Making

Develops and implements agreed Brand and Private Funding campaigns for SOH, under the stewardship of the Marketing Manager: Brand. Responsible for upholding brand governance and guidelines across the business.

### Reporting Line

Marketing Manager, Brand

### Direct Reports

Nil

## **ESSENTIAL REQUIREMENTS**





- Marketing, Arts Management, Communication, or Commerce Tertiary qualifications and a minimum 4+ years' marketing experience.
- Proven track record of creating and implementing through-the-line campaigns with commercial outcomes.
- Strong analytical skills and a proven ability to track ROI and develop customer insights to improve future campaigns and strategies.
- Demonstrated experience in developing and monitoring budgets and preparing financial reports.
- An ability to work autonomously, and as a member of a team to deliver competing priorities with a positive and proactive problem-solving approach.
- Excellent relationship management, communication, influencing, and presentation skills.
- Strong and proven experience in collaborating with creative agencies and internal creative studios.
- Experience in performing arts or related industries desirable.
- Excellent skills across digital tools and platforms including Microsoft Office software, social media platforms, website CMS platforms, email platforms and ideally project or online task management platforms.

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

### 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	Intermediate	<ul style="list-style-type: none"> <li>Be flexible and adaptable and respond quickly when situations change</li> <li>Offer own opinion and raise challenging issues</li> <li>Listen when ideas are challenged and respond in a reasonable way</li> <li>Work through challenges</li> <li>Stay calm and focused in the face of challenging situations</li> </ul>
<b>Personal Attributes</b> Act with Integrity	Intermediate	<ul style="list-style-type: none"> <li>Represent the organisation in an honest, ethical and professional way</li> <li>Support a culture of integrity and professionalism</li> <li>Understand and follow legislation, rules, policies, guidelines and codes of conduct</li> <li>Help others to understand their obligations to comply with</li> </ul>

NSW Public Sector Capability Framework		
Group and Capability	Level	Behavioural Indicators
		<ul style="list-style-type: none"> <li>legislation, rules, policies, guidelines and codes of conduct</li> <li>Recognise and report misconduct, illegal or inappropriate behaviour</li> <li>Report and manage apparent conflicts of interest</li> </ul>
<b>Relationships</b> Communicate Effectively	Adept	<ul style="list-style-type: none"> <li>Focus on key points and speak in 'Plain English'</li> <li>Clearly explain and present ideas and arguments</li> <li>Listen to others when they are speaking and ask appropriate, respectful questions</li> <li>Monitor own and others' non-verbal cues and adapt where necessary</li> <li>Prepare written material that is well structured and easy to follow by the intended audience</li> <li>Communicate routine technical information clearly</li> </ul>
<b>Results</b> Deliver Results	Adept	<ul style="list-style-type: none"> <li>Take responsibility for delivering on intended outcomes</li> <li>Make sure team/unit staff understand expected goals and acknowledge success</li> <li>Identify resource needs and ensure goals are achieved within budget and deadlines</li> <li>Identify changed priorities and ensure allocation of resources meets new business needs</li> <li>Ensure financial implications of changed priorities are explicit and budgeted for</li> <li>Use own expertise and seek others' expertise to achieve work outcomes</li> </ul>
<b>Results</b> Demonstrate Accountability	Intermediate	<ul style="list-style-type: none"> <li>Take responsibility and be accountable for own actions</li> <li>Understand delegations and act within authority levels</li> <li>Identify and follow safe work practices, and be vigilant about their application by self and others</li> <li>Be alert to risks that might impact the completion of an activity and escalate these when identified</li> <li>Use financial and other resources responsibly</li> </ul>
<b>Business Enablers</b> Project Management	Adept	<ul style="list-style-type: none"> <li>Prepare clear project proposals and define scope and goals in measurable terms</li> <li>Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements</li> <li>Prepare accurate estimates of costs and resources required for more complex projects</li> <li>Communicate the project strategy and its expected benefits to others</li> <li>Monitor the completion of project milestones against goals and initiate amendments where necessary</li> <li>Evaluate progress and identify improvements to inform future projects</li> </ul>