

# Role Description

## Marketing Coordinator



Cluster	Department of Enterprise, Investment & Trade
Division/Branch/Unit	Sydney Opera House
Location	Sydney CBD
Classification/Grade/Band	Grade 1, Level 2
Kind of Employment	Enterprise Agreement – Temporary/Ongoing
ANZSCO Code	225113
PCAT Code	2111492
Role Number	W02968R02437
Date of Approval	15 December 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 & 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 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 Coordinator assists the Marketing Manager in the delivery of innovative and effective marketing campaigns for programming, experiences and brand at the Sydney Opera House. The marketing campaigns focus on the delivery of ticket and revenue targets, audience targets, engagement targets, and building brand equity for the Sydney Opera House.

This position will ensure effective and efficient support through the provision of administrative work, campaign coordination and delivery across paid, owned and earned channels, content creation, creative development and design rollout, project management and planning.

The position reports directly to the Marketing Manager and works closely with the internal programming team of Sydney Opera House Presents, external programmers in artistic Resident Companies and Commercial Hirers from time to time, and the wider Marketing team including Campaigns, Digital, Creative Studio, Insights and Optimisation, Partnerships and the Communications team.

To be successful in this role, you will need excellent coordination and time management skills, the ability to manage and prioritise work-flow within our established processes whilst also being able to operate flexibly in a dynamic and fast-paced environment. You will have excellent written communication skills and the ability to quickly adapt to a broad range of tasks.

## KEY ACCOUNTABILITIES

### Marketing Campaigns

- Assist the Campaign Manager with marketing campaign development, roll out, analysis and reporting across multiple projects simultaneously, managed through a cloud-based project management tool (Monday.com).
- Traffic campaign asset requirements through Creative Studio, including writing briefs, proofing, and copywriting (where required) and gain internal and external stakeholder approval.
- Oversee the delivery, distribution and performance of owned & paid media assets in consultation with the Digital Marketing team and Creative Studio.
  - Coordinate and build owned channel campaign activities (such as email campaigns) through Adobe Experience Cloud software, ensuring accurate content is included and reporting on campaign performance. **Campaign Administration and Owned Channels** Accurate and timely electronic file management in folder systems.
  - Coordination of project tasks and deliverables through Marketing Technology software.
  - Work with other Marketing Coordinators and Marketing Associates to review and refine internal processes to deliver tasks.
  - General administration including financial administration, data entry and information management.

## KEY CHALLENGES

- Ability to focus and deliver in a fast paced, evolving environment.
- Being agile and results driven when working across multiple projects simultaneously.
- Develop a holistic understanding of all areas of the business – performing arts, brand, tourism, precinct etc, in order to work to the highest standards across all marketing campaigns.
- Effective stakeholder management of internal and external teams

## KEY RELATIONSHIPS

WHO	WHY
<b>Internal</b>	
Head of Brand & Marketing Campaigns	Leadership and strategic guidance
Marketing Manager	Day to day management and leadership, over all campaign planning and prioritisation.
Paid Media Manager	Paid media requirements across campaigns
Digital Marketing team	Campaign execution across paid and owned channels
Marketing Coordinators/Associates	Collaborate across campaigns and support one another when required
Creative Studio	Creative requirements across campaigns
SOHP Producers	Collaboration on event marketing
Other Internal Stakeholders	Work seamlessly with Box Office, Account Management, Ticketing and Producers to achieve smooth ticketing and on-sale roll out
<b>External</b>	
Suppliers	Liaise with external suppliers such as print and production houses in the timely delivery of marketing collateral for major events
External presenters / producers	Support the Marketing Manager & Marketing Associates in building cooperative working relationships and successful marketing campaigns that meet common objectives.

## ROLE DIMENSIONS

### Decision Making

n/a

### Reporting Line

Marketing Manager

### Direct Reports

Nil

## ESSENTIAL REQUIREMENTS



- Marketing, Arts Management, Communication, or Commerce Tertiary qualifications
- A minimum 2+ years professional experience or major internship experience, preferably in the entertainment / performing arts industries
- A broad passion for marketing and the performing arts
- Strong communication (written and oral), copywriting, relationship management and negotiation skills
- Collaborative team player
- Strong organisational, attention to detail and project management skills
- High degree of customer focus
- An ability to work autonomously, and as a member of a team to deliver competing priorities
- A positive outlook and willingness to learn
- 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>Foundational</b>
	<b>Act with Integrity</b>	<b>Foundational</b>
	Manage Self	Foundational
	<b>Value Diversity</b>	<b>Foundational</b>
 Relationships	<b>Communicate Effectively</b>	<b>Intermediate</b>
	Commit to Customer Service	Foundational
	<b>Work Collaboratively</b>	<b>Foundational</b>
	Influence and Negotiate	Foundational

NSW Public Sector Capability Framework		
Capability Group	Capability Name	Level
	Deliver Results	Foundational
	Plan and Prioritise	Foundational
	Think and Solve Problems	Foundational
	<b>Demonstrate Accountability</b>	<b>Foundational</b>
	Finance	Foundational
	Technology	Foundational
	Procurement and Contract Management	Foundational
	<b>Project Management</b>	<b>Intermediate</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	Foundational	<ul style="list-style-type: none"> <li>Be open to new ideas and approaches</li> <li>Offer own opinion, ask questions and make suggestions</li> <li>Adapt well to new situations</li> <li>Do not give up easily when problems arise</li> <li>Stay calm in challenging situations</li> </ul>
<b>Personal Attributes</b> Act with Integrity	Foundational	<ul style="list-style-type: none"> <li>Behave in an honest, ethical and professional way</li> <li>Take opportunities to clarify understanding of ethical behaviour requirements</li> <li>Identify and follow legislation, rules, policies, guidelines and codes of conduct that apply to your role</li> <li>Speak out against misconduct, illegal and inappropriate behaviour</li> <li>Report apparent conflicts of interest</li> </ul>
<b>Relationships</b> Communicate Effectively	Intermediate	<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>Relationships</b> Commit to Customer Service	Foundational	<ul style="list-style-type: none"> <li>Understand the importance of customer service</li> <li>Help customers understand the services that are available</li> <li>Take responsibility for delivering services which meet customer requirements</li> <li>Keep customers informed of progress and seek feedback to ensure their needs are met</li> </ul>

## NSW Public Sector Capability Framework

### Group and Capability Level

### Behavioural Indicators

		<ul style="list-style-type: none"><li>• Show respect, courtesy and fairness when interacting with customers</li></ul>
<b>Results</b> Demonstrate Accountability	Foundational	<ul style="list-style-type: none"><li>• Take responsibility for own actions</li><li>• Be aware of delegations and act within authority levels</li><li>• Be aware of team goals and their impact on work tasks</li><li>• Follow safe work practices and take reasonable care of own and others health and safety</li><li>• Escalate issues when these are identified</li></ul>
<b>Business Enablers</b> Project Management	Intermediate	<ul style="list-style-type: none"><li>• Perform basic research and analysis which others will use to inform project directions</li><li>• Understand project goals, steps to be undertaken and expected outcomes</li><li>• Prepare accurate documentation to support cost or resource estimates</li><li>• Participate and contribute to reviews of progress, outcomes and future improvements</li><li>• Identify and escalate any possible variance from project plans</li></ul>