Role Description
Communications Coordinator

Cluster	**Department of Creative Industries, Tourism, Hospitality and Sport**
Division/Branch/Unit	**Sydney Opera House**
Location	**Sydney CBD**
Classification/Grade/Band	**Grade 1, Level 3**
Kind of Employment	**Enterprise Agreement – Ongoing**
ANZSCO Code	**225311**
PCAT Code	**1111492**
Role Number	**1660, 2054**
Date of Approval	**October 2022**
Agency Website	**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.

Further detail on strategic direction is set out in the SOH Strategy-2026-28.

PURPOSE OF THE ROLE

The Communications Coordinator is responsible for providing timely and effective support in the development and delivery of integrated communications campaigns for the Sydney Opera House.

This exciting role will suit an enthusiastic self-starter with an interest in contemporary arts and culture who enjoys a fast-paced, dynamic environment. With guidance from the Communications Manager, you will work on all aspects of communications campaigns and initiatives; from research, planning and execution to copywriting, nurturing media relationships, providing administrative support for Sydney Opera House campaigns, and facilitating on site media activity, filming and photography.

This position reports to the Communications Manager, and works closely with the wider external communications team, internal programmers, marketing campaign managers, and the creative and digital marketing teams.

KEY ACCOUNTABILITIES

- **Communications planning:** Support the development of media and communications strategies for Opera House events and initiatives in consultation with the Communications Manager and other External

Communications team members. Own and execute key announcements and communications activity aligned and integrated with marketing campaign plans.

- **Media engagement:** Deliver considered and effective media engagement including proactive media outreach and pitching, event listings, media invitations and reviewer engagement, as well as coordinating on-site media, photography, media calls and other campaign-related activity. Triage inbound enquiries and issues, contributing to the development of responses and messaging.
- **Storytelling and copywriting:** Develop, support and maintain clear and consistent copy for a range of communications channels and formats, including media releases and alerts, key messages, quotes, speaking and briefing notes.
- **Stakeholder management:** Maintain proactive relationships within the wider Marketing, Sydney Opera House Presents (SOHP) and External Communications teams, as well as with external stakeholders including artists, artist management, publicists, presenting partners and creatives, working collaboratively to maximise the reach and impact of SOHP projects.
- **Content:** Work collaboratively with the wider marketing team on the ideation and development of multi-channel content and assets that have the potential to be used editorially and on SOH's owned channels.
- **Measurement and reporting:** Measure and report on the reach and impact of individual campaigns, using data and insights to demonstrate the effectiveness of earned media activity.
- **Team operations support:** Support the wider communications team with key operational duties including the daily media summary, managing key suppliers and subscriptions and other administrative support as required.

KEY CHALLENGES

- Delivering campaign activity to meet deadlines successfully in a busy, fast-paced environment.
- Remaining agile and responsive to evolving priorities and inbound enquiries while maintaining a forward program of proactive media activity.
- Managing relationships with a large number of internal and external stakeholders.

KEY RELATIONSHIPS

WHO	WHY
Internal	
Communications Manager	• Provide regular updates on the direction and performance of communications activity. • Escalate issues, keep informed, and receive guidance and support from this role on key matters.
Senior Communications Manager	• To receive senior guidance and support from this role on key strategic and operational matters, escalate issues and keep informed.
GM, External Communications	• To receive senior guidance on the direction and delivery of the wider communications strategy. • Share key information and updates and keep broadly informed of all relevant projects, activity and emerging issues.
External Communications team	• Collaborate effectively and fully with the wider communications team, working cohesively to maximise organisation-wide storytelling and media opportunities. • Share information and insights, and contribute to the development of appropriate public relations processes, systems and practices.
Marketing Campaign Managers, Creative and Digital teams	• Collaboratively develop multi-channel campaigns and content. Share information and provide advice on media strategies and issues.
Sydney Opera House Presents	• To receive guidance on artistic strategy and the direction of key programs and projects.

WHO	WHY
Production & Events, Venue Hire, Tours	• Work collaboratively to successfully coordinate and deliver on-site media activity and maximise key opportunities.
External	
Media representatives	• Foster and maintain a diverse network of media relationships to positively influence the position and perception of the Sydney Opera House in key media outlets.
Presenting partners, government and the wider arts and cultural sector	• Network, share ideas/information and keep up-to-date with initiatives and trends. • Collaborate on common initiatives where applicable/appropriate.
Artists and presenting partners	• Nurture cooperative working relationships and develop communications strategies that meet common objectives. • Provide communications advice and guidance to ensure positive and valuable experiences with the media.
Agencies, photographers and suppliers	• Maintain collaborative, effective relationships with these stakeholders while ensuring the delivery of high-quality content.

ROLE DIMENSIONS

Decision Making
While the Communications Coordinator receives overall direction from the Communications Manager, the position holder makes key day-to-day decisions that support the effective delivery of agreed media and communications activity.

Reporting Line
Communications Manager

Direct Reports
Nil

ESSENTIAL REQUIREMENTS

- A minimum of 2 years' practical experience in communications and media relations.
- An ability to coordinate media campaigns with minimal supervision and take a flexible and creative approach to successfully secure proactive media pitches and field reactive requests.
- Knowledge of the trends, initiatives and framework of the local, national and international performing arts industry and the evolving media landscape.
- Excellent oral and written communication skills.
- A demonstrated network of media contacts or experience building media and relationships.
- Experience and knowledge of social media platforms and best-practice.
- Strong brand awareness and interpersonal focus in dealing with media, internal and external stakeholders.
- Strong organisational and time management skills.
- Sound working knowledge of computer software, including Excel, Word, Outlook and PowerPoint.

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**
	**Display Resilience and Courage**	**Intermediate**
	Act with Integrity	**Intermediate**
	Manage Self	Intermediate
	Value Diversity	Foundational
	**Communicate Effectively**	**Intermediate**
	Commit to Customer Service	Intermediate
	Work Collaboratively	**Intermediate**
	Influence and Negotiate	Foundational
	Deliver Results	Foundational
	Plan and Prioritise	Intermediate
	Think and Solve Problems	Foundational
	Demonstrate Accountability	**Foundational**
	Finance	Foundational
	Technology	**Intermediate**
	Procurement and Contract Management	Foundational
	Project Management	**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	• Be flexible and adaptable and respond quickly when situations change • Offer own opinion and raise challenging issues • Listen when ideas are challenged and respond appropriately Work through challenges • Remain calm and focused in challenging situations
Personal Attributes Act with Integrity	Intermediate	• Represent the organisation in an honest, ethical and professional way • Support a culture of integrity and professionalism • Understand and help others to recognise their obligations to comply with legislation, policies, guidelines and codes of conduct Recognise and report misconduct and illegal and inappropriate behaviour • Report and manage apparent conflicts of interest and encourage others to do so
Relationships Communicate Effectively	Intermediate	• Focus on key points and speak in plain English • Clearly explain and present ideas and arguments • Listen to others to gain an understanding and ask appropriate, respectful questions • Promote the use of inclusive language and assist others to adjust where necessary

NSW Public Sector Capability Framework		
Group and Capability	**Level**	**Behavioural Indicators**
		• Monitor own and others' non-verbal cues and adapt where necessary • Write and prepare material that is well structured and easy to follow • Communicate routine technical information clearly
Relationships Work Collaboratively	Intermediate	• Build a supportive and cooperative team environment • Share information and learning across teams • Acknowledge outcomes that were achieved by effective collaboration • Engage other teams and units to share information and jointly solve issues and problems • Support others in challenging situations • Use collaboration tools, including digital technologies, to work with others
Results Demonstrate Accountability	Foundational	• Take responsibility for own actions • Be aware of delegations and act within authority levels • Be aware of team goals and their impact on work tasks • Follow safe work practices and take reasonable care of own and others health and safety • Escalate issues when these are identified
Business Enablers Technology	Intermediate	• 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
Business Enablers Project Management	Foundational	• Plan and deliver tasks in line with agreed schedules • Check progress against schedules, and seek help to overcome barriers • Participate in planning and provide feedback about improvements to schedules