

Role Description

Creative (Social and Campaign)



Cluster	Creative Industries, Tourism, Hospitality and Sport
Agency	Sydney Opera House
Division/Branch/Unit	Visitor Experience & Engagement - Marketing
Location	Sydney CBD
Classification/Grade/Band	Grade 3, Level 1
Kind of Employment	Enterprise Agreement
ANZSCO Code	221531
PCAT Code	1111492
Role Number	2127
Date of Approval	February 2026
Agency Website	http://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 2024-26](#).

PURPOSE OF THE ROLE

The **Creative (Social & Campaign)** is an ideas-led creative who develops insight-driven concepts across social and integrated campaigns. They translate briefs into social-first ideas and bring them to life through engaging content, with a strength in short-form video. Working closely with a cross-functional team, they deliver work with craft, speed and a strong understanding of platform behaviours and culture.

KEY ACCOUNTABILITIES

- **Develop social-first concepts**, translating briefs into original, insight-led ideas designed for Instagram, Facebook, TikTok, LinkedIn and emerging formats; ensure creative connects authentically with audience behaviours and cultural moments.
- **Contribute to integrated campaigns**, developing ideas in response to briefs, contributing to campaign thinking and shaping how concepts translate across social media channels.
- **Direct content and short-form video**, guiding the look, tone, and pacing of social executions across formats – from lo-fi UGC-style to campaign-quality; collaborate with editors, shooters and designers to bring ideas to life.
- **Partner with social media team**, developing reactive and in-platform content that leverages trends, formats and platform behaviours, balancing speed with creative quality.
- **Collaborate across creative disciplines**, partnering with copywriters, designers, editors, videographers and creators to co-create and deliver social-first content that aligns with campaign and brand goals.
- **Deliver content with creative craft and speed**, ensuring output is visually compelling, on-brand, contextually relevant, and optimised for performance on each platform.

- **Maintain platform and trend fluency**, proactively identifying emerging social behaviours, formats and content styles; share relevant inspiration and recommend opportunities for reactive or trend-led content.

KEY CHALLENGES

- Balance creative and channel best practices with marketing objectives and commercial targets
- Balance a high volume of work priorities to deliver solutions in a timely manner.

KEY RELATIONSHIPS

WHO	WHY
Internal	
Creative Lead	Direct Manager. To receive creative oversight, guidance and approvals.
Creative Director	Team leader. To receive overarching creative direction and strategic brand guidance.
Creative Studio team	To collaborate and support, enabling the team deliver cohesive output.
Social Media Manager and Senior Social Media Coordinator	To collaborate on platform strategies and implementation.
Campaigns and Digital Marketing teams	To collaborate with on project work in strategic and account management capacity.
External	
Industry	To network and keep abreast of industry trends and best practices.

ROLE DIMENSIONS

Decision Making

The position will work closely with the Creative Lead to seek approval and guidance.

Reporting Line

Creative Lead

Direct Reports

NIL

ESSENTIAL REQUIREMENTS


- 4+ years' experience in a creative role with strong focus on social campaign and content creation.
- Portfolio showcasing bold, platform-native ideas and effective social campaigns.
- Strong art direction skills for short-form video and social content, from lo-fi UGC to campaign-quality production.
- Proficiency creating lo-fi and in-platform content using native social tools with eye for authenticity and trends.
- Excellent understanding of social media channels and content best practices.
- Strong collaboration skills and experience working alongside copywriters, designers, video specialists and creators.
- Strong organisational and communication skills to deliver multiple projects on time.
- Experience working with comprehensive brand guidelines and templates.




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	Foundational
	Act with Integrity	Foundational
	Manage Self	Foundational
	Value Diversity and Inclusion	Foundational

NSW Public Sector Capability Framework		
Capability Group	Capability Name	Level
 Relationships	Communicate Effectively	Intermediate
	Commit to Customer Service	Foundational
	Work Collaboratively	Foundational
	Influence and Negotiate	Foundational
 Results	Deliver Results	Foundational
	Plan and Prioritise	Foundational
	Think and Solve Problems	Foundational
	Demonstrate Accountability	Foundational
 Business Enablers	Finance	Foundational
	Technology	Intermediate
	Procurement and Contract Management	Foundational
	Project Management	Intermediate

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	Foundational	<ul style="list-style-type: none"> Be open to new ideas and approaches Offer own opinion, ask questions and make suggestions Adapt well to new situations Do not give up easily when problems arise Remain calm in challenging situations
Personal Attributes Manage Self	Foundational	<ul style="list-style-type: none"> Be willing to develop and apply new skills Show commitment to completing assigned work activities Look for opportunities to learn and develop Reflect on feedback from colleagues and stakeholders
Relationships Communicate Effectively	Intermediate	<ul style="list-style-type: none"> 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 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	Foundational	<ul style="list-style-type: none"> Work as a supportive and cooperative team member, sharing information and acknowledging others' efforts Respond to others who need clarification or guidance on the job Step in to help others when workloads are high Keep the team and supervisor informed of work tasks Use appropriate approaches, including digital technologies, to share information and collaborate with others

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
----------------------	-------	------------------------

Results Deliver Results	Foundational	<ul style="list-style-type: none">• Seek clarification when unsure of work tasks• Complete own work tasks under guidance within set budgets, timeframes and standards• Take the initiative to progress own work• Identify resources needed to complete allocated work tasks
Business Enablers Project Management	Intermediate	<ul style="list-style-type: none">• Perform basic research and analysis to inform and support the achievement of project deliverables• Contribute to developing project documentation and resource estimates• Contribute to reviews of progress, outcomes and future improvements• Identify and escalate possible variances from project plans