

Role Description

Internal Communications Manager



Cluster	Department of Creative Industries, Tourism, Hospitality and Sport
Agency	Sydney Opera House
Division/Branch/Unit	Strategic Engagement & Impact
Location	Sydney CBD
Classification/Grade/Band	Grade 3 Level 3
Kind of Employment	Enterprise Agreement - Ongoing
ANZSCO Code	112231
PCAT Code	3231492
Role Number	2119
Date of Approval	March 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

Reporting to the Senior Manager, Strategic Communications, this role is responsible for day-to-day management of internal communications and channels, working collaboratively with teams across the organisation to develop and deliver timely and relevant content and events to drive staff engagement, support organisational needs and build positive culture in line with our ambition to be Everyone's House.

KEY ACCOUNTABILITIES

- **Planning and management:** Manages SOH-wide internal communications calendar, effectively coordinating flow of content and activity across staff communications channels and events.
- **Writing and content creation:** Crafts clear, simple and timely internal communications for approval by the Senior Manager, Strategic Communications. This includes staff intranet posts, stories, digital screens/content, emails, presentations and staff Q&As.

Staff events: Coordinates the delivery of internal staff events, including quarterly Town Hall and Senior Leadership Team meetings, as well as other on-site employee engagement activities. Supports event planning, logistics and content preparation to ensure a seamless and engaging experience to staff. Provides relevant information to the Senior Manager, Strategic Communications to assist with developing speeches and internal event presentations.

- **Collaboration:**

- Works closely and proactively with People & Development to ensure internal communications address staff needs, providing day-to-day communications advice and actioning employee feedback.
- Partners with the External Communications team to align key messages and ensure consistent and timely information sharing across all channels. Schedules and facilitates regular meetings with Internal Communications Community of Practice.

- **Advice and issues:** Builds effective working relationships with internal teams to support the delivery of clear and consistent communications. Provides practical advice and assistance on a day-to-day communication needs and escalates complex issues when required.

- **Reporting:** Tracks and reviews the performance of internal communications activities and channels, providing insights and recommendations to improve reach, engagement and overall staff experience.

KEY CHALLENGES

- Working with teams SOH-wide to ensure accurate and timely delivery of content and consistent messaging.
- Maintaining an understanding of the Opera House’s strategic goals and operational needs in order to identify and prioritise internal communications activity.
- Distilling complex information to craft clear and compelling updates to keep staff informed and engaged, often coordinating multiple levels of approvals and working to tight deadlines.
- Maintaining a consistent flow of internal communications and events – both proactive and reactive – ensuring activity is optimised for the relevant audience/channel and is accessible to a diverse workforce.

KEY RELATIONSHIPS

WHO	WHY
Internal	
Senior Manager, Strategic Communications	To receive direction, support and advice as required; to keep broadly involved in relevant projects; to provide regular updates on progress, issues and results.
Strategic Engagement Coordinator	To provide guidance and support with relevant projects.
People & Government	To collaborate on internal communications and events to maximise engagement and ensure timely updates to staff. To action relevant feedback from staff surveys and other informal feedback processes.
Strategic Engagement & Impact portfolio	Ensures internal communications activity is coordinated with and supports broader portfolio priorities.
Departmental managers and teams	Provides internal communications support and guidance to managers (SLT/People Leaders) and teams across the organisation.
External Communications Team	Ensures alignment of internal and external communications; collaborate on broader communications planning and implementation.

ROLE DIMENSIONS

Decision Making

The role operates within parameters and priorities agreed with the Senior Manager, Strategic Communications. The position holder exercises judgement in managing day-to-day communications activities and content delivery within established priorities. The role will escalate issues to the Senior Manager, Strategic Communications, as appropriate.

Reporting Line

Senior Manager, Strategic Communications.

Direct Reports

Strategic Engagement Coordinator.

ESSENTIAL REQUIREMENTS






- Tertiary qualifications in a relevant discipline and a minimum of five years professional experience, including demonstrated track record in internal communications.
- Excellent written and oral communications skills, responsive to feedback and able to adapt content to the audience.
- Dynamic, high energy and personable – a natural communicator who can build relationships and influence.
- Highly organised with proven ability to manage multiple projects and events independently.
- Demonstrated flexibility and creativity working in fast-paced environments with a range of stakeholders.
- An understanding of Opera House and its role, from the performing arts to broader cultural landscape.
- Motivated self-starter with a focus on delivery, high degree of accuracy and attention to detail.

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
 Personal Attributes	Display Resilience and Courage	Advanced
	Act with Integrity	Adept
	Manage Self	Intermediate
	Value Diversity and Inclusion	Intermediate
 Relationships	Communicate Effectively	Advanced
	Commit to Customer Service	Adept
	Work Collaboratively	Advanced
	Influence and Negotiate	Adept
 Results	Deliver Results	Adept
	Plan and Prioritise	Adept
	Think and Solve Problems	Adept
	Demonstrate Accountability	Intermediate
 Business Enablers	Finance	Foundational
	Technology	Foundational
	Procurement and Contract Management	Intermediate
	Project Management	Adept
 People Management	Manage and Develop People	Adept
	Inspire Direction and Purpose	Adept
	Optimise Business Outcomes	Foundational
	Manage Reform and Change	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	Advanced	<ul style="list-style-type: none"> Respond constructively when in high pressure and unpredictable situations Give frank, honest advice in response to contrary views Be open to criticism of your 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 be decisive when dealing with emotionally charged situations and difficult issues Support and lead change and overcome discomfort when things are complicated, uncertain or unclear
Personal Attributes Act with Integrity	Adept	<ul style="list-style-type: none"> Represent your organisation in an honest, ethical and professional way and encourage others to do so Act professionally and support a culture of integrity Identify and explain ethical issues and set an example for others to follow Promote a workplace culture that values high ethical standards and behaviour Act to prevent and report misconduct and inappropriate behaviour Put strategies in place to manage and monitor conflicts of interest Ensure that others are aware of and understand the legislation and policy framework within which they operate
Relationships Communicate Effectively	Advanced	<ul style="list-style-type: none"> Present with credibility, engage diverse audiences and test whether they understand you Translate technical and complex information clearly and concisely for different audiences Create opportunities for others to contribute to discussion and debate Set an example by promoting information sharing across your organisation Manage complex communications that involve understanding and responding to multiple and divergent viewpoints Explore creative ways to share information and communicate with diverse audiences Leverage insights from people with lived experience to shape communication and engagement strategies Write clearly, concisely and persuasively in a range of styles and formats
Relationships Commit to Customer Service	Adept	<ul style="list-style-type: none"> Take responsibility for delivering high-quality customer-focused services

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
		<ul style="list-style-type: none"> • Design processes and policies based on the customers' experience and engage people with lived experience to inform service improvements • Create opportunities to learn about and measure what is important to customers by engaging with a wide range of customer experience • Use customer data, feedback and insights to improve service delivery • Find opportunities to collaborate with internal and external stakeholders to improve outcomes for customers • Maintain relationships with key customers in your area of expertise • Connect and collaborate with relevant customers from the community
Results Demonstrate Accountability	Intermediate	<ul style="list-style-type: none"> • Be proactive in taking responsibility and being accountable for your actions Identify and follow safe work practices • Be aware of risks and act on them or raise them with your supervisor as appropriate • Make sure you and others always follow safe work practices • Use financial and other resources responsibly • Seek feedback from stakeholder groups to enable culturally informed feedback
Business Enablers Project Management	Adept	<ul style="list-style-type: none"> • Understand all components of the project management process, including the need for change management to achieve business benefits • Prepare clear project proposals and accurate estimates of required costs and resources • Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements • Identify and evaluate risks associated with the project and develop mitigation strategies • Identify and consult with stakeholders, including people with lived experience to inform the project strategy • Communicate the project's objectives and its expected benefits • Monitor the completion of project milestones against goals and take steps to address any problems • Evaluate progress and identify improvements to inform future projects
People Management Manage and Develop People	Adept	<ul style="list-style-type: none"> • Define and clearly communicate roles, responsibilities and performance standards to achieve team outcomes • Adjust performance development processes to meet the diverse abilities and needs of individuals and teams • Develop work plans that consider capability, strengths and opportunities for development • Be aware of the effects of bias when managing team members

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
		<ul style="list-style-type: none">• Seek feedback about your management capabilities and develop strategies to improve on them• Address and resolve team and individual performance issues, including unsatisfactory performance, promptly and effectively• Monitor and report on team performance in line with established performance development frameworks• Develop positive relationships to ensure cultural safety and trust between team members
