

# Role Description

## Paid Media Specialist



Cluster	Creative Industries, Tourism, Hospitality and Sport
Agency	Sydney Opera House
Division/Branch/Unit	Visitor Experience & Engagement - Marketing
Location	Sydney CBD
Classification/Grade/Band	<a href="#">Tier 2, Grade 3, Level 1</a>
Kind of Employment	Enterprise Agreement
ANZSCO Code	
PCAT Code	
Role Number	
Date of Approval	
Agency Website	<a href="http://www.sydneyoperahouse.com">http://www.sydneyoperahouse.com</a>

### AGENCY OVERVIEW

The Sydney Opera House occupies a unique place in the cultural landscape. A globally recognised icon synonymous with inspiration and imagination, it's one of the world's busiest performing arts centres, the nation's premier tourism destination and a World Heritage masterpiece that belongs to the people of NSW. Driving this incredible place is a team of passionate and dedicated people. Join us in shaping the Opera House's future and be provided with opportunities to grow and develop while making a positive contribution to our community.

The 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. As set out in the Sydney Opera House Strategy 2024-26, our ambition is to be Everyone's House. To make this real, we are focused on four themes that underpin our organisational values (Creativity, Courage, Inclusivity, Integrity, Collaboration and Care):

- Everyone feels welcome here.
- We better understand and connect with the community.
- We are future ready.
- We lead and inspire positive change.

For more information about the Sydney Opera House please refer to our [website](#).

### PURPOSE OF THE ROLE

The position is responsible for managing the execution of multi-channel campaigns with a primary focus on paid social and search and a broader remit across other paid media channels. This role requires someone passionate about paid media marketing, to ensure campaigns are delivered as cohesive, multi-channel experiences, considering how paid touchpoints interact with each other and contribute to performance.

### KEY ACCOUNTABILITIES

- Lead the execution and optimisation of paid media campaigns, with a primary focus on paid socials while contributing to cross-channel delivery.
- Manage campaign set-up and delivery end-to-end, including audience targeting, trafficking, budget pacing, bidding strategies and in-flight optimisation and reporting of paid social campaigns across all channels.
- Track spend and support budget management, ensuring campaigns remain on budget and aligned to planned allocations.
- Provide regular updates on industry best practice, platform developments and emerging trends to inform marketing activity.
- Prepare cross-channel performance analysis reports and make recommendations for corrective modifications with a view to ongoing optimisation. Conduct, implement and report on A/B tests and other optimisations being conducted by the team.
- Manage the exploration, implementation and maintenance of best practice paid online media platforms and their integration with existing agency marketing platforms.
- Support testing and experimentation across campaigns (creative, audiences, placements and formats), applying learnings to improve future performance.
- Work closely with the Insights team to ensure that insights from paid/owned media activity are surfaced in a actionable way for the wider marketing team, and that these insights optimise the performance of relevant paid media campaigns.

## KEY CHALLENGES

- Manage a high volume of varied media campaigns, often with unique audience requirements.
- Aligning paid media processes and channels to ensure harmony and effectiveness.
- Proactively remain abreast of the latest online and offline media trends, to assess, identify and recommend paid media tactics that deliver stronger results aligned with SOH business objectives.

## KEY RELATIONSHIPS

WHO	WHY
<b>Internal</b>	
Marketing Leadership Team	To keep informed of high level activity and strategies, to advise of adherence to KPIs and to provide insights and learnings.
Head of Digital Marketing	Leadership and strategic guidance. To keep informed of high level activity for major projects, paid media reporting and optimisations.
Performance Marketing Manager	Role Manager. To keep informed of high level activity to acquire sign-off for all projects and campaigns and to advise of adherence to KPIs and paid media benchmarks and to provide insights and learnings.
Performance Marketing Team	Ensure optimisation of the entire paid online media purchase funnel, and integration of online paid media customer data and insights to inform wider owned media channel activity.
Wider Marketing Team, Communications Team, Partnerships Team	This role will provide insights, learnings and recommendations to improve campaign performance.
Creative Studio	Consult on creative requirements of paid media, management of paid campaign specs master documentation, issues escalation, key campaign conception, delivery and adherence to paid media creative best practice.
<b>External</b>	
Media buying agencies and other marketing related agencies	To manage omni-channel campaigns and ad operations.
Relevant industry bodies and professional networks	Network and keep abreast of industry trends and best practice.

## ROLE DIMENSIONS

### Decision Making

This position makes operational decisions on ad operations and campaign insights and reporting. The position works closely with the Performance Marketing Manager to define ad campaigning strategies and implementations.

### Reporting Line

Performance Marketing Manager

### Direct Reports

Nil

## ESSENTIAL REQUIREMENTS






- Degree in marketing, communications or a related discipline.
- Minimum 3+ years professional experience in implementing and managing digital media campaigns especially across paid social and paid search.
- Strong understanding of ad-ops, digital marketing, reporting and ad-serving platforms. Hands-on experience with digital performance platforms (incl. Meta Ads Manager, Adwords, TikTok Ads, Google Display Network, LinkedIn Ads, Tag Management, Google Analytics) is required.
- Strong and up-to-date knowledge of the Australian media landscape, and particularly across all digital channels.
- Experience with audience segmentation and tailoring ad messaging for target audiences.
- Advanced Excel/Google Sheets, PowerPoint and data studio experience
- Excellent attention to detail
- Excellent communication, interpersonal, organisational and relationship management skills.
- Interest and appreciation of performing arts, entertainment and tourism experiences.

## 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>	Advanced
	<b>Act with Integrity</b>	Adept
	Manage Self	Intermediate
	Value Diversity	Adept
 Relationships	Communicate Effectively	Adept
	<b>Commit to Customer Service</b>	Advanced
	<b>Work Collaboratively</b>	Advanced
	Influence and Negotiate	Adept
 Results	Deliver Results	Advanced
	<b>Plan and Prioritise</b>	Advanced
	Think and Solve Problems	Adept
	<b>Demonstrate Accountability</b>	Adept
 Business Enablers	Finance	Adept
	<b>Technology</b>	Advanced
	Procurement and Contract Management	Intermediate
	Project Management	Adept
 People Management	<b>Manage and Develop People</b>	Advanced
	Inspire Direction and Purpose	Adept
	<b>Optimise Business Outcomes</b>	Adept
	Manage Reform and Change	Adept

### 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	Advanced	<ul style="list-style-type: none"> <li>Stay calm and act constructively in highly pressured and unpredictable environments</li> <li>Give frank, honest advice in the face of strong, contrary views</li> <li>Accept criticism of own ideas and respond in a thoughtful and considered way</li> <li>Welcome new challenges and persist in raising and working through novel and difficult issues</li> </ul>

## NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
<b>Personal Attributes</b> Act with Integrity	Adept	<ul style="list-style-type: none"> <li>Develop effective strategies and show decisiveness in dealing with emotionally charged situations, difficult and controversial issues</li> <li>Represent the organisation in an honest, ethical and professional way and encourage others to do so</li> <li>Demonstrate professionalism to support a culture of integrity within the team/unit</li> <li>Set an example for others to follow and identify and explain ethical issues</li> <li>Ensure that others understand the legislation and policy framework within which they operate</li> <li>Act to prevent and report misconduct, illegal and inappropriate behaviour</li> </ul>
<b>Relationships</b> Commit to Customer Service	Advanced	<ul style="list-style-type: none"> <li>Take responsibility for delivering high quality customer-focused services</li> <li>Understand customer perspectives and ensure responsiveness to their needs</li> <li>Identify customer service needs and implement solutions</li> <li>Find opportunities to co-operate with internal and external parties to improve outcomes for customers</li> <li>Maintain relationships with key customers in area of expertise</li> <li>Connect and collaborate with relevant stakeholders within the community</li> </ul>
<b>Relationships</b> Work Collaboratively	Advanced	<ul style="list-style-type: none"> <li>Recognise outcomes achieved through effective collaboration between teams</li> <li>Build cooperation and overcome barriers to information sharing, communication and collaboration across the organisation and across government</li> <li>Facilitate opportunities to engage and collaborate with stakeholders to develop joint solutions</li> <li>Network extensively across government and organisations to increase collaboration</li> <li>Encourage others to use appropriate collaboration approaches and tools, including digital technologies</li> </ul>
<b>Results</b> Plan and Prioritise	Advanced	<ul style="list-style-type: none"> <li>Understand the links between the business unit, organisation and the whole-of-government agenda</li> <li>Ensure business plan goals are clear and appropriate and include contingency provisions</li> <li>Monitor the progress of initiatives and make necessary adjustments</li> <li>Anticipate and assess the impact of changes, including government policy and economic conditions, on business plans and initiatives and respond appropriately</li> <li>Consider the implications of a wide range of complex issues and shift business priorities when necessary</li> <li>Undertake planning to help the organisation transition through change initiatives, and evaluate progress and outcomes to inform future planning</li> </ul>
<b>Results</b> Demonstrate Accountability	Adept	<ul style="list-style-type: none"> <li>Assess work outcomes and identify and share learnings to inform future actions</li> <li>Ensure that actions of self and others are focused on achieving organisational outcomes</li> <li>Exercise delegations responsibly</li> </ul>

## NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
		<ul style="list-style-type: none"> <li>• Understand and apply high standards of financial probity with public monies and other resources</li> <li>• Identify and implement safe work practices, taking a systematic risk management approach to ensure health and safety of self and others</li> <li>• Conduct and report on quality control audits</li> <li>• Identify risks to successful achievement of goals, and take appropriate steps to mitigate those risks</li> </ul>
<b>Business Enablers</b> Technology	Advanced	<ul style="list-style-type: none"> <li>• Champion the use of innovative technologies in the workplace</li> <li>• Actively manage risk to ensure compliance with cyber security and acceptable use of technology policies</li> <li>• Keep up to date with emerging technologies and technology trends to understand how their application can support business outcomes</li> <li>• Seek advice from appropriate subject-matter experts on using technologies to achieve business strategies and outcomes</li> <li>• Actively manage risk of breaches to appropriate records, information and knowledge management systems, protocols and policies</li> </ul>
<b>People Management</b> Manage and Develop People	Advanced	<ul style="list-style-type: none"> <li>• Refine roles and responsibilities over time to achieve better business outcomes</li> <li>• Recognise talent, develop team capability and undertake succession planning</li> <li>• Coach and mentor staff and encourage professional development and continuous learning</li> <li>• Prioritise addressing and resolving team and individual performance issues and ensure that this approach is cascaded throughout the organisation</li> <li>• Implement performance development frameworks to align workforce capability with the organisation's current and future priorities and objectives</li> </ul>
<b>People Management</b> Optimise Business Outcomes	Adept	<ul style="list-style-type: none"> <li>• Initiate and develop longer-term goals and plans to guide the work of the team in line with organisational objectives</li> <li>• Allocate resources to ensure the achievement of business outcomes and contribute to wider workforce planning</li> <li>• When planning resources, implement processes that encourage the attraction and retention of people of diverse cultures, backgrounds and experiences</li> <li>• Ensure that team members base their decisions on a sound understanding of business and risk management principles, applied in a public sector context</li> <li>• Monitor performance against standards and take timely corrective actions</li> <li>• Keep others informed about progress and performance outcomes</li> </ul>