



Role Description

Communications Manager

Cluster	Department of Enterprise, Investment and Trade
Division/Branch/Unit	Sydney Opera House
Location	Sydney CBD
Classification/Grade/Band	Grade 3, Level 2 (Tier 2)
Kind of Employment	Enterprise Agreement – temporary
ANZSCO Code	
PCAT Code	
Role Number	
Date of Approval	September 2026
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. It 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. 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 the 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 Manager is responsible for the proactive planning, development and execution of communications activity that supports the achievement of the Opera House's artistic, commercial and audience goals.

With excellent written and stakeholder management skills, you will play a pivotal role in leading and delivering communications campaigns and developing multi-channel content that drives awareness and engagement for a range of Sydney Opera House Presents (SOHP) shows, projects and initiatives. By identifying and facilitating a targeted forward program of media opportunities and narratives, you will positively shape and enhance the Opera House as a place of extraordinary experiences, connecting with and inspiring a wide range of diverse audiences.

This position reports to the Senior Communications Manager, and works closely with communications coordinators, internal programmers and producers, marketing campaign managers, and the creative and digital marketing teams.

KEY ACCOUNTABILITIES

- **Strategy and planning:** Shape and drive the development of innovative communications strategies for SOHP events, projects and initiatives. Independently lead campaign activity day-to-day, working collaboratively with colleagues across marcomms to keep projects on track, deliver integrated campaigns and achieve results in line with agreed objectives/KPIs.
- **Media engagement:** Utilise your extensive contacts and relationships with arts, entertainment and news media to drive proactive media and communications opportunities. Curate compelling stories that meaningfully engage a broad range of audiences. Manage relevant media activity on site with artists and Opera House

spokespeople, including media calls, events, interviews, photography and filming.

- **Strategic counsel and stakeholder management:** Provide day-to-day strategic communications counsel to a wide range of internal stakeholders, working collaboratively to maximise the reach and impact of SOHP projects. Maintain proactive relationships within the wider marcomms team, as well as with external stakeholders including artists, artist management, publicists, presenting partners and creatives.
- **Issues management:** Proactively identify potential reputational issues and support the development of effective messaging and management strategies, in consultation with the Senior Communications Manager.
- **Storytelling and copywriting:** Develop and maintain clear and consistent copy for a range of communications channels and formats, including key messages, media releases, website content, quotes, speaking and briefing notes, ensuring all content is of a high quality and consistent with the Opera House's ambition.
- **Team collaboration:** Establish collaborative and effective working relationships with junior members of the team to deliver tactical elements of campaign work. For Communications Managers with a direct report, provide clear direction and support to build capacity, capability and facilitate professional development.
- **Content:** Work collaboratively with marketing and content teams 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 and business impact. Support communications coordinators with organisation wide reporting and administration as required.

KEY CHALLENGES

- Ensuring the successful and timely delivery of communications campaigns within a fast-paced, nuanced and dynamic environment.
- Managing relationships with a large number of internal and external stakeholders – understanding and aligning diverse interests and competing needs.
- Ensuring messaging and content is of a high quality and being delivered consistently across multiple channels.
- Prioritising creative and proactive thinking while managing frequent inbound enquiries and reactive issues.

KEY RELATIONSHIPS

WHO	WHY
Internal	
Senior Communications Manager	To 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.
General Manager, External Communications	To receive senior guidance and support from this role on key strategic and operational matters, escalate issues, and keep informed.
Communications team	Collaborate effectively and fully with the wider communications team, working cohesively to maximise organisation-wide storytelling and media opportunities, sharing information and insights, and contributing to the development of appropriate public relations processes, systems and practices.
Marketing Campaign Managers, Creative & Digital Marketing teams	Collaboratively develop integrated campaigns and content. Share information and provide expert advice on media strategies and issues.
Sydney Opera House Presents	To receive guidance on the planning and prioritisation of key programs, shows and projects.
Chief Customer Officer	To receive senior guidance on the direction and delivery of portfolio priorities. Share key information and updates and keep broadly informed of all relevant projects, activity and emerging issues.
Production & Events, Venue Hire, Tours	Work collaboratively to successfully coordinate and deliver on site media activity.
External	
Media representatives	To lead, drive and align a diverse network of media contacts to promote a positive perception and deeper understanding of the Opera House, its objectives and program of events.

WHO	WHY
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 expert communications advice, briefing materials and guidance to ensure positive and valuable experiences with the media.
Agencies, photographers and suppliers	To ensure SOH enjoys collaborative, cost-effective relationships with these stakeholders whilst ensuring excellent quality of content.

ROLE DIMENSIONS

Decision Making

While the Communications Manager receives overall direction from the Senior Communications Manager, the position holder independently drives the development and implementation of campaigns, and makes key day-to-day decisions that support the successful delivery of agreed projects and priorities.

Reporting Line

Senior Communications Manager

Direct Reports

This role can have up to one direct report. Receives campaign support from communications team members as required.

ESSENTIAL REQUIREMENTS

- A minimum of 5-6 years' practical experience in media and communications. Arts and/or festival experience desirable.
- A strong record of high-impact PR campaigns and integrated communications strategies, delivered through an extensive network of media contacts, and executed with minimal supervision.
- Strong issues management experience – demonstrated ability to navigate quickly and provide strategic counsel to various internal and external stakeholders.
- A highly organised operator with exceptional project management skills – experience delivering multiple campaigns simultaneously within a complex organisation and commitment to high standards of record keeping.
- Excellent oral and written communication skills with strong attention to detail. An ability to translate nuanced themes into impactful, engaging and evolving messages.
- A demonstrated knowledge of the trends, initiatives and framework of the local, national and international performing arts industry.
- Experience managing or mentoring junior colleagues and an appetite to work collaboratively.
- Excellent stakeholder management skills and an ability to work with multiple teams and business areas to meet business goals.

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	Intermediate
	Act with Integrity	Intermediate
	Manage Self	Intermediate
	Value Diversity	Foundational
 Relationships	Communicate Effectively	Adept
	Commit to Customer Service	Intermediate
	Work Collaboratively	Foundational
	Influence and Negotiate	Intermediate
 Results	Deliver Results	Intermediate
	Plan and Prioritise	Intermediate
	Think and Solve Problems	Foundational
	Demonstrate Accountability	Intermediate
 Business Enablers	Finance	Foundational
	Technology	Foundational
	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	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 in a reasonable way - Work through challenges - Stay calm and focused in the face of 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 follow legislation, rules, policies, guidelines and codes of conduct - Help others to understand their obligations to comply with legislation, rules, policies, guidelines and codes of conduct - Recognise and report misconduct, illegal or inappropriate behaviour - Report and manage apparent conflicts of interest
Personal Attributes Value Diversity	Foundational	- Reflect and respect the diversity of the community in everything you do - Embed best-practice activity using the Opera House's Diversity, Inclusion & Belonging strategy as a framework - Invest the energy, focus and resources required to bring about meaningful change

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
Relationships Communicate Effectively	Adept	• Make decisions in consultation with members of any groups affected by the decision
		• Tailor communication to the audience • Clearly explain complex concepts and arguments to individuals and groups • Monitor own and others' non-verbal cues and adapt where necessary • Create opportunities for others to be heard • Actively listen to others and clarify own understanding • Write fluently in a range of styles and formats
Relationships Commit to Customer Service	Intermediate	• Support a culture of quality customer service in the organisation • Demonstrate a thorough knowledge of the services provided • Identify and respond quickly to customer needs • Consider customer service requirements and develop solutions to meet needs • Resolve complex customer issues and needs • Co-operate across work areas to improve outcomes for customers
Results Demonstrate Accountability	Intermediate	• Take responsibility and be accountable for own actions • Understand delegations and act within authority levels • Identify and follow safe work practices, and be vigilant about their application by self and others • Be alert to risks that might impact the completion of an activity and escalate these when identified • Use financial and other resources responsibly
Business Enablers Project Management	Intermediate	• Perform basic research and analysis which others will use to inform project directions • Understand project goals, steps to be undertaken and expected outcomes • Prepare accurate documentation to support cost or resource estimates • Participate and contribute to reviews of progress, outcomes and future improvements • Identify and escalate any possible variance from project plans