

Role Description

Digital Marketing Coordinator



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 1, Level 2
Kind of Employment	Enterprise Agreement
ANZSCO Code	221534
PCAT Code	2111492
Role Number	TBC
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 Digital Marketing Coordinator supports digital marketing campaigns by assisting with the build, testing and publishing of emails and website landing pages. The role ensures content is accurate, on-brand and effectively delivered, while collaborating with email, website and marketing teams to enhance audience engagement and strengthen relationships with new and existing audiences.

KEY ACCOUNTABILITIES

- Assist in the day-to-day creation, building, and scheduling of email campaigns using our Email Service Provider (ESP).
- Create and maintain website landing pages using our Content Management System (CMS), and manage assets using our Digital Asset Manager (DAM),
- Ensure content is accurately tagged, accessible and consistent while adhering to brand guidelines to enhance cross-team campaign delivery.
- Assist with campaign reporting and analysis for emails and landing page performance.
- Participate in planning sessions and updating stakeholders from email, campaigns marketing and website teams on progress and issues, ensuring open lines of communication.
- Observe best practices for user experience, accessibility, SEO for landing pages and online editorial processes for emails and landing pages.
- Support the maintenance of Digital Marketing process documentation and guidelines, specifically related to email and web content.

- Provide operational and technical support for multi-channel campaigns, occasionally assisting with social or paid media activity as needed.

KEY CHALLENGES

- Managing multiple content creation tasks and deadlines within a dynamic and fast-paced environment.
- Ensuring accuracy and consistency across a high volume of email and landing page content.
- Quickly adapting to new tools, processes, and digital marketing best practices.
- Collaborating effectively with team members and internal stakeholders to gather content and ensure timely delivery.

KEY RELATIONSHIPS

WHO	WHY
Internal	
Head of Digital Marketing	To keep informed of high-level activity and strategies, acquire sign-off for major projects and campaigns and advise of adherence to website KPIs and provide insights and learnings.
Email and CRM Marketing Manager	Role Manager. To keep informed of day-to-day activity, acquire sign-off for projects and campaigns, advise of adherence to email KPIs and provide insights and learnings.
Website Product Manager	To keep informed of day-to-day activities related to website content, advise of adherence to website content management practices and provide learnings.
Campaigns Marketing Team	To provide support across email and website builds across campaigns.
Digital Marketing Team	To provide cross-functional support for fluctuating workloads, share adherence to email and website KPIs, best practices and provide insights and learnings.
Technology Team	To provide support in the accurate creation and management of website backlog items, and to coordinate and conduct user acceptance testing for new functionality and releases.
Wider Marketing Team, Communications Team, Partnerships Team	To share adherence to email and website KPIs, provide insights, learnings and recommendations to improve campaign performance, and provide guidance and accountability on activity, process and policy.
External	
Relevant industry bodies and professional networks	Network and keep abreast of industry trends and best practice.

ROLE DIMENSIONS

Decision Making

The position holder is responsible for day to day digital marketing activity to which they are assigned and for ensuring that this activity adheres to established channel processes and policies. Where a lack of clarity exists, the position holder is expected to seek clarification from the Email & CRM Marketing Manager and occasionally the Website Product Manager who will provide ongoing support and direction. The position holder will work with Marketing teams on a day-to-day basis to ensure efficient and effective delivery of email and website activity and campaigns.

Reporting Line

Email and CRM Marketing Manager

Direct Reports

Nil

ESSENTIAL REQUIREMENTS

- Exposure to, or a strong interest in learning about, Email Service Providers (ESPs), Content Management Systems (CMS) and Digital Asset Managers (DAMs) for building and publishing digital content.
- Familiarity with, or a willingness to learn about, digital analytics platforms (e.g., Google Analytics) to support reporting.
- Basic understanding of user experience (UX) principles for web and email, or a strong desire to develop this knowledge.
- Awareness of the digital marketing landscape and the role of email and landing pages within it.

- Excellent written communication skills, with a keen eye for detail and the ability to proofread and edit content.
- Strong organisational skills and the ability to manage multiple tasks and deadlines in a fast-paced environment.
- A curious and analytical mindset, with an interest in understanding digital content performs.
- A passion for the digital industry and a proactive willingness to learn about new trends and technologies.
- Interest in the performing arts and an appreciation for the cultural significance of the Sydney Opera House.
- Relevant qualifications in marketing, communications, or a related discipline, or equivalent practical experience and a demonstrated aptitude for digital marketing.

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

This role also utilises an occupation specific capability set which contains information from the Skills Framework for the Information Age (SFIA). The capability set is available at www.psc.nsw.gov.au/capabilityframework/ICT

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	Foundational
	Manage Self	Foundational
	Value Diversity and Inclusion	Foundational
 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	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
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 • 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
Results Plan and Prioritise	Foundational	• Plan and coordinate allocated activities • Re-prioritise own work activities on a regular basis to achieve set goals • Contribute to the development of team work plans and goal setting • Understand team objectives and how own work relates to achieving these
Business Enablers Technology	Intermediate	• Demonstrate a sound understanding of technology relevant to the work unit, and identify and select the most appropriate technology for assigned tasks • Use available technology to improve individual performance and effectiveness • Make effective use of records, information and knowledge management functions and systems • Support the implementation of systems improvement initiatives, and the introduction and roll-out of new technologies