

Role Description

Email and CRM Marketing Manager



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 4, Level 1
Kind of Employment	Enterprise Agreement
ANZSCO Code	112133
PCAT Code	3111492
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 Email and CRM Marketing Manager leads customer engagement strategy through email, SMS and related digital channels. The role designs, implements and optimises personalised customer journeys to drive engagement, retention and lifetime value, leveraging enterprise-level CRM and marketing automation platforms to deliver measurable impact.

KEY ACCOUNTABILITIES

- Provide strategic leadership in designing and executing customer lifecycle programs to drive measurable growth in customer acquisition, engagement, retention and lifetime value.
- Manage the loyalty program to drive membership, growth and engagement.
- Lead cross-functional collaboration with internal teams (Campaigns, Technology, Digital and Creative) to align email marketing strategies, manage workflows and champion data-driven marketing excellence.
- Lead and manage the team responsible for email campaign execution, web page builds and CRM program delivery, fostering growth and ensuring operational excellence.
- Oversee and optimise complex email marketing campaigns, managing content schedules and coordinating internal teams to deliver personalised customer marketing journeys.
- Establish and maintain frameworks, processes and governance for efficient go-to-market execution, database management and channel best practices. This includes documentation for email development, template configuration, data extensions, automations and quality assurance.

- Measure and report on CRM and email performance, providing insights on revenue, retention and customer satisfaction, while demonstrating commercial impact.
- Develop and execute test-and-learn strategies, including A/B and multivariate testing, to improve ROI and campaign performance across the customer funnel.

KEY CHALLENGES

- Manage a high volume and velocity of day-to-day activity in the context of competing priorities and multiple stakeholders.
- Balance hands-on campaign oversight with the delegation of execution tasks to direct reports, ensuring consistency and quality while optimising team workload.
- Act as a custodian of best practices of CRM governance, email and SMS activity.

KEY RELATIONSHIPS

WHO	WHY
Internal	
Head of Digital Marketing	Role Manager. To keep informed of all key activity, and work closely to build channel, campaign and platform strategies, acquire sign-off for major projects, strategies and campaigns and to advise of adherence to KPIs and email marketing benchmarks and to provide insights and learnings.
Digital Marketing Team	To provide cross-functional support for fluctuating workloads, to share adherence to email marketing benchmarks and to provide insights and learnings.
Marketing Leadership Team	To keep informed of high level activity and strategies, respond to prioritisation guidance, to advise of adherence to KPIs and email marketing benchmarks and to provide insights and learnings.
Email specialists and coordinators	To provide direction, feedback, and support in campaign execution, platform management, and program delivery.
Wider Marketing Team, Communications Team, Partnerships Team	To share adherence to email marketing benchmarks, to provide insights, learnings and recommendations to improve campaign performance, to act as a trusted advisor and subject matter expert and transfer best practice skills and knowledge and to provide guidance and accountability on activity, process and policy.
Insight and Optimisation Team	To share adherence to email marketing benchmarks, to obtain and share insights and learnings that will inform and improve over-arching customer insights, to collaborate on audience selection and targeting and to adhere to data & insights process and policy.
Ticketing Team	To seek approval on email marketing activity where appropriate.
External	
Email platform vendors	Responsible for the day-to-day maintenance of platform vendor relationships, platform optimisations and upgrades. Key enabler for the development and implementation of new platforms.
Relevant industry bodies and professional networks	Network and keep abreast of industry trends and best practice.

ROLE DIMENSIONS

Decision Making

On operational matters, the role works closely with the Campaigns team to recommend actions to drive email campaign activity and optimisations. On strategic matters, the role works closely with the Head of Digital Marketing.

Reporting Line

Head of Digital Marketing

Direct Reports

Email Marketing Specialist, Digital Marketing Coordinators x 3

ESSENTIAL REQUIREMENTS





- At least 7 years of email marketing experience including strategy, data acquisition, testing, implementation, analytics and reporting.
- Deep understanding of CRM, personalisation and customer journeys and extensive experience in analysing and mapping customer lifecycles.
- Experience working with automated campaign management platforms like to Salesforce Marketing Cloud, Braze, Active Campaign or Marketo.
- Experience leading data-driven campaigns including data analysis.
- Strong project management skills - ability to manage multiple projects with conflicting deadlines, work under pressure and maintain professionalism.
- Proven experience in growing and developing loyalty program initiatives and activations with advanced experience with SMS and email marketing campaigns.
- Exceptional written skills and proven abilities in developing, sourcing and editing content.
- Experience and knowledge of responsive design, HTML and CSS specifically for email marketing.
- Excellent leadership communication, interpersonal, organisational and relationship management skills.

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	Adept
	Act with Integrity	Intermediate
	Manage Self	Adept
	Value Diversity and Inclusion	Adept
 Relationships	Communicate Effectively	Adept
	Commit to Customer Service	Adept
	Work Collaboratively	Adept
	Influence and Negotiate	Intermediate
 Results	Deliver Results	Intermediate
	Plan and Prioritise	Intermediate
	Think and Solve Problems	Adept
	Demonstrate Accountability	Intermediate
 Business Enablers	Finance	Intermediate
	Technology	Advanced
	Procurement and Contract Management	Intermediate
	Project Management	Adept

NSW Public Sector Capability Framework

Capability Group	Capability Name	Level
	Manage and Develop People	Adept
	Inspire Direction and Purpose	Intermediate
	Optimise Business Outcomes	Intermediate
	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
Personal Attributes Manage Self	Adept	<ul style="list-style-type: none"> Keep up to date with relevant contemporary knowledge and practices Look for and take advantage of opportunities to learn new skills and develop strengths Show commitment to achieving challenging goals Examine and reflect on own performance Seek and respond positively to constructive feedback and guidance Demonstrate and maintain a high level of personal motivation
Relationships Commit to Customer Service	Adept	<ul style="list-style-type: none"> Take responsibility for delivering high-quality customer-focused services Design processes and policies based on the customer's point of view and needs Understand and measure what is important to customers Use data and information to monitor and improve customer service delivery Find opportunities to cooperate with internal and external stakeholders to improve outcomes for customers Maintain relationships with key customers in area of expertise Connect and collaborate with relevant customers within the community
Relationships Work Collaboratively	Adept	<ul style="list-style-type: none"> Encourage a culture that recognises the value of collaboration Build cooperation and overcome barriers to information sharing and communication across teams and units Share lessons learned across teams and units Identify opportunities to leverage the strengths of others to solve issues and develop better processes and approaches to work Actively use collaboration tools, including digital technologies, to engage diverse audiences in solving problems and improving services

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
Results Deliver Results	Intermediate	<ul style="list-style-type: none"> • Seek and apply specialist advice when required • Complete work tasks within set budgets, timeframes and standards • Take the initiative to progress and deliver own work and that of the team or unit • Contribute to allocating responsibilities and resources to ensure the team or unit achieves goals • Identify any barriers to achieving results and resolve these where possible • Proactively change or adjust plans when needed
Results Think and Solve Problems	Adept	<ul style="list-style-type: none"> • Research and apply critical thinking techniques in analysing information, identify interrelationships and make recommendations based on relevant evidence • Anticipate, identify and address issues and potential problems that may have an impact on organisational objectives and the user experience • Apply creative-thinking techniques to generate new ideas and options to address issues and improve the user experience • Seek contributions and ideas from people with diverse backgrounds and experience • Participate in and contribute to team or unit initiatives to resolve common issues or barriers to effectiveness • Identify and share business process improvements to enhance effectiveness
Business Enablers Technology	Advanced	<ul style="list-style-type: none"> • Champion the use of innovative technologies in the workplace • Actively manage risk to ensure compliance with cyber security and acceptable use of technology policies • Keep up to date with emerging technologies and technology trends to understand how their application can support business outcomes • Seek advice from appropriate subject-matter experts on using technologies to achieve business strategies and outcomes • Actively manage risk of breaches to appropriate records, information and knowledge management systems, protocols and policies
Business Enablers Project Management	Adept	<ul style="list-style-type: none"> • Understand all components of the project management process, including the need to consider change management to realise 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 stakeholders to inform the project strategy

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
		<ul style="list-style-type: none">• Communicate the project's objectives and its expected benefits• Monitor the completion of project milestones against goals and take necessary action• 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 influences of bias when managing team members• Seek feedback on own management capabilities and develop strategies to address any gaps• Address and resolve team and individual performance issues, including unsatisfactory performance, in a timely and effective way• Monitor and report on team performance in line with established performance development frameworks