

Role Description

Social Media 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 Social Media Manager leads the strategy, operations and performance of the Sydney Opera House's social media channels to strengthen brand presence and grow engaged communities. This hands-on role oversees publishing, monitoring, governance and delivers actionable insights through analytics and reporting to drive continual improvement.

KEY ACCOUNTABILITIES

- Own social media strategy, setting KPIs to drive awareness, engagement, audience growth and advocacy in line with marketing objectives.
- Plan, manage and deliver the content calendar and publishing across social platforms (e.g. Facebook, Instagram, LinkedIn, TikTok, YouTube, Weibo, WeChat), ensuring content is timely, accurate and optimised for each channel.
- Apply platform expertise to stay ahead of trends, audience behaviour, algorithm changes and emerging features, identifying opportunities to innovate and improve performance.
- Own the creative briefing process, providing clear direction and platform insight to the Creative Studio to develop high-impact campaign and platform-native content.
- Lead analytics and reporting, tracking performance against KPIs and translating data into actionable insights to continuously optimise activity and inform future activity.
- Oversee community management and moderation, fostering positive engagement, identifying strategic opportunities for Creative Studio, and escalating reputational risks to Communications.
- Build and manage relationships across internal stakeholders, agencies, platforms and creators to strengthen content quality, reach and impact.

- Maintain governance and brand standards, ensuring channel guidelines, content protocols, accessibility requirements and crisis response procedures are consistently applied.

KEY CHALLENGES

- Keeping ahead of social and platform trends to seize new opportunities.
- Balancing high-volume, fast-moving activity across competing priorities.
- Collaborating effectively within a complex environment of internal and external stakeholders.

KEY RELATIONSHIPS

WHO	WHY
Internal	
Head of Digital Marketing	Role manager; keeps informed of high-level social media activity, approves major projects and campaigns, and receives insights and learnings against KPIs and benchmarks.
Senior Social Media Coordinator	Direct report; responsible for day-to-day platform management, project coordination, process adherence and stakeholder engagement.
Digital Marketing Team	Collaborates to support cross-functional workloads, share social media performance insights, and ensure alignment with marketing benchmarks.
Creative Studio	Collaborates on content planning with clear briefs, platform insights and learnings to guide content development.
Wider Marketing Team, Communications Team, Partnerships Team	Provides social media insights, learnings, and recommendations to improve campaign performance; acts as a subject matter expert and advisor on activity, processes, and policies.
Ticketing Team	Shares customer-facing insights, supports campaign operations, and provides guidance on transactional matters.
External	
Content platform vendors	Manages relationships, platform optimisations, and upgrades.
Relevant industry bodies and professional networks	Maintains networks, monitors trends, and shares best practice.

ROLE DIMENSIONS

Decision Making

Owns day-to-day social media publishing, community management and performance optimisation, while partnering with the Head of Digital Marketing on strategic planning and long-term content strategies.

Reporting Line

Head of Digital Marketing

Direct Reports

Senior Social Media Coordinator

ESSENTIAL REQUIREMENTS

- Degree in marketing, communications, or a related discipline.
- Minimum 8 years' experience leading social media strategy, performance, and operations in a business or agency context.
- Expert knowledge of social platforms, trends, and audience behaviour, with a proven record of driving growth and engagement.
- Extensive experience managing online communities and maintaining consistent brand voice across channels.
- Strong analytical skills with the ability to turn social metrics into actionable insights and optimisation strategies.
- Excellent communication, interpersonal, organisational, and stakeholder management skills, including leading cross-functional teams.
- Deep understanding of governance, brand standards, crisis protocols, and measuring ROI of social media activity.

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	Adept
	Manage Self	Adept
	Value Diversity	Intermediate
 Relationships	Communicate Effectively	Adept
	Commit to Customer Service	Adept
	Work Collaboratively	Adept
	Influence and Negotiate	Adept
 Results	Deliver Results	Adept
	Plan and Prioritise	Adept
	Think and Solve Problems	Adept
	Demonstrate Accountability	Adept
 Business Enablers	Finance	Foundational
	Technology	Advanced
	Procurement and Contract Management	Intermediate
	Project Management	Adept
 People Management	Manage and Develop People	Adept
	Inspire Direction and Purpose	Adept
	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 Display Resilience and Courage	Adept	- Be flexible, show initiative and respond quickly when situations change - Give frank and honest feedback and advice - Listen when ideas are challenged, seek to understand the nature of the comment and respond appropriately - Raise and work through challenging issues and seek alternatives - Remain composed and calm under pressure and in challenging situations
Relationships Communicate Effectively	Adept	- Tailor communication to diverse audiences - Clearly explain complex concepts and arguments to individuals and groups - Create opportunities for others to be heard, listen attentively and encourage them to express their views - Share information across teams and units to enable informed decision

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
		making • Write fluently in plain English and in a range of styles and formats • Use contemporary communication channels to share information, engage and interact with diverse audiences
Relationships Commit to Customer Service	Adept	• 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
Results Plan and Prioritise	Adept	• Consider the future aims and goals of the team, unit and organisation when prioritising own and others' work • Initiate, prioritise, consult on and develop team and unit goals, strategies and plans • Anticipate and assess the impact of changes, including government policy and economic conditions, on team and unit objectives and initiate appropriate responses • Ensure current work plans and activities support and are consistent with organisational change initiatives • Evaluate outcomes and adjust future plans accordingly
Results Think and Solve Problems	Adept	• 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	• 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

NSW Public Sector Capability Framework		
Group and Capability	Level	Behavioural Indicators
People Management Manage and Develop People	Adept	• 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