



Senior Communications Manager (13-month maternity leave cover)

Cluster	Department of Creative Industries, Tourism, Hospitality and Sport
Division/Branch/Unit	Sydney Opera House
Location	Sydney CBD
Classification/Grade/Band	Grade 4, Level 1
Kind of Employment	Enterprise Agreement - Temporary
ANZSCO Code	
PCAT Code	
Role Number	
Date of Approval	July 2026
Agency Website	www.sydneyoperahouse.com

AGENCY OVERVIEW

The Sydney Opera House (SOH) 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](#); 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.

PURPOSE OF THE ROLE

The Senior Communications Manager leads the development and delivery of strategic external communications for Sydney Opera House Presents (SOHP), the Opera House's internal programming arm. The role is responsible for shaping and executing communications campaigns and narratives that drive audience engagement, enhance the Opera House's profile as one of the world's leading cultural institutions, and support its artistic, commercial and community objectives.

Reporting to the General Manager, External Communications, the Senior Communications Manager is a creative communications leader who provides trusted strategic counsel across the organisation. Through compelling storytelling, proactive media engagement and reputation management, the role plays a critical part in delivering high-quality communications outcomes aligned with organisational priorities.

The role leads and develops two Communications Managers, as well as overseeing relationships with external communications agencies, contractors and suppliers as required.

KEY ACCOUNTABILITIES

- Lead the strategic planning and delivery of communications campaigns that promote and amplify Sydney Opera House programming and events, ensuring effective prioritisation, resourcing, strategic counsel and cross-functional collaboration.
- Oversee the direction of communications and media activity, including the development of consistent and compelling messaging, media and customer facing materials, alignment with broader marketing functions and cultivating strong relationships with key media stakeholders.
- Manage and develop direct reports through clear direction, effective delegation and ongoing support to build capability, professional growth and enable successful delivery.
- Together with the General Manager, External Communications, provide strategic leadership in issues and reputation management, proactively identifying emerging risks, preparing spokespeople and delivering timely, coordinated advice, materials and responses.
- Lead strategic stakeholder engagement, building strong relationships across internal teams and external partners to ensure alignment with organisational priorities and support the successful delivery of communications objectives.
- Oversee the measurement and evaluation of earned media performance, using data-driven insights to optimise the impact and effectiveness of communications campaigns, demonstrate impact and inform future planning.

KEY CHALLENGES

- Driving the successful delivery of multiple concurrent projects and priorities in a dynamic, fast-paced environment.
- Managing stakeholder relationships across the organisation, balancing diverse interests, expectations and competing priorities.
- Ensuring high-quality, consistent communications across a significant volume of activity.
- Balancing the achievement of business objectives while upholding a strategic, audience-focused approach that maintains impact, relevance and share-of-voice.

KEY RELATIONSHIPS

WHO	WHY
Internal	
General Manager, External Communications	• 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
Chief Customer Officer	• To receive senior guidance on the direction and delivery of portfolio strategy • Share key information, updates and keep broadly informed of all relevant projects, activity and emerging issues
Communications team	• Collaborate effectively and fully with the wider communications team to ensure a cohesive, trusted and successful function • Identify and share information and insights to continually enhance the processes and performance of the team • Exemplify leadership through actions, setting clear standards for performance and behaviour, while motivating and supporting team members

WHO	WHY
Sydney Opera House Presents	• Receive guidance on artistic strategy and the direction of key programs and projects • Ensure alignment between communication strategy, commercial targets and broader objectives
Marketing team	• Collaboratively develop multi-channel campaigns and content • Share information and provide expert advice on media strategies and issues
Production & Events	• Work collaboratively to successfully coordinate and deliver on site media activity in line with key operational requirements
External	
Media	• Foster and maintain senior media relationships to positively influence the position and perception of Sydney Opera House in key media outlets • Advise on and guide an extensive matrix of proactive and reactive enquires to effectively manage share of voice
Artists and presenting partners	• Nurture cooperative working relationships and develop communications strategies that meet common objectives • Provide expert communications advice and guidance to ensure positive and valuable experiences with the media
Government agencies/peers 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
Specialist contractors	• Engage specialist services and oversee the delivery of agreed activity/outcomes

ROLE DIMENSIONS

Decision-making

While the Senior Communications Manager receives overall direction from the General Manager, External Communications, this position operates with a high level of autonomy within the agreed parameters and expectations of the role.

The role is responsible for making day-to-day strategic decisions and recommendations to ensure the successful delivery of agreed communication strategies and plans. The role involves, and escalates to, the General Manager, External Communications on complex and sensitive issues, including for the review and approval of public-facing messaging.

Reporting Line

General Manager, External Communications

Direct Reports

Communications Manager (x2)

This position is responsible for engaging and managing specialist contractors as required.

ESSENTIAL REQUIREMENTS

- Experienced communications professional with a proven record of accomplishment in media, communications or public relations.
- A highly organised and influential senior practitioner with exceptional leadership and project management skills.

- A strong record of high-impact campaigns and strategies delivered through an extensive network of media contacts.
- Excellent writing and editing skills – ability to translate nuanced themes into impactful, engaging messages for a range of channels and audiences.
- Demonstrated knowledge of the trends and framework of the local, national and international performing arts and tourism industries.
- Highly engaged leader with the skills and experience to direct, develop and motivate people and teams.
- Excellent analytical skills with a proven ability to respond effectively to emerging issues and reputational challenges.

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

NSW Public Sector Capability Framework		
Group and Capability	Level	Behavioural Indicators
		- 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
Relationships Communicate Effectively	Adept	• 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 and relay to customers • 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