Role Description
Senior Producer Multi Artform

Cluster	**Creative Industries, Tourism, Hospitality and Sport**
Division/Branch/Unit	**Sydney Opera House**
Location	**Sydney CBD**
Classification/Grade/Band	**Grade 3, Level 3**
Kind of Employment	**Enterprise Agreement – Ongoing**
ANZSCO Code	**212112**
PCAT Code	**1119192**
Role Number	**2203**
Date of Approval	**November 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-2026-28.

PURPOSE OF THE ROLE

This position is responsible for the effective management and presentation of projects that are managed by the SOH Presents multi artform team. The position collaborates with the Head of Programming Strategy to create a stimulating and diverse program of work, through research and the development of potential projects; the maintenance of existing programs; the delivery of projects; and by developing innovative industry, artistic and community partnerships. This position provides strategic leadership to the team in distributing and delivering complex artistic and community engagement initiatives and commercial agreements, guiding negotiations through to successful event delivery.

The Senior Producer, working to the direction of the Head of Programming Strategy, will manage projects through to a successful completion including assigning shows to producers within the team, provide peer support to other team members, scoping projects in the early stages, generating budgets, modelling revenue options, negotiating deals, drafting contracts and project managing the array of internal and external stakeholders involved.

KEY ACCOUNTABILITIES

- Working in close collaboration with the Head of Programming Strategy and the Director of Programming to develop programming ideas and projects to support the artistic and business planning objectives of the Multi Artform team, collaborating with the Head of Program to ensure that the overall program achieves its budget and artistic objectives.
- Provide leadership across the Sydney Opera House Presents Multi Artform team and associated program areas.
- Demonstrated experience preparing and negotiating complex deals for performances and co-productions, including budgets, stakeholder management, complex ticket builds, such as bespoke seating maps and dynamic pricing structures, and the capacity to work to high demands for delivery.
- For each project, lead a diverse team of SOH staff and external contacts in the planning and operational delivery of all aspects of the project to ensure each project achieves the highest levels of artistic and financial success.

- Develop budgets for projects, including detailed costing of expenditure, soliciting estimates from others and modelling complex multiple revenue options and profit share scenarios and then see the control and management of the project budget through to project completion. Develop project business cases to substantiate project parameters and gain approval to proceed.
- Provide expert input into the development of marketing and publicity campaign plans and ensure the implementation is coordinated with all stakeholders and adapts nimbly to ticket sales.
- Negotiate deals and contracts with artists, artistic companies, agents, and project partners, ensuring all salient matters are agreed and accurately recorded. Ensure that any and all contractual obligations, such as logistics and production riders are clearly defined with artists and communicated to operational staff.
- Be responsible for optimising revenue with Marketing on ticket price adjustments and other strategies that enhance the financial outcomes for each project.
- Identify, and facilitate the application for, potential and relevant arts/cultural funding sources in collaboration with the Head of program.
- Work with the Head of Program to collaborate with Private Funding to develop sponsorship/philanthropic relationships and opportunities that support the program.
- Develop and implement innovative operational delivery methods that achieve the most effective outcome.

KEY CHALLENGES

- Balance competing project timelines and priorities to ensure project deadlines are met and that operational and artistic planning obligations are balanced.
- Balance culturally sensitive engagement with diverse and First Nations communities while ensuring project deadlines and key milestones are met.

KEY RELATIONSHIPS

WHO	WHY
Internal	
Head of Program	To receive direction, guidance and advice on program planning, idea development and project delivery. Undertake duties and tasks as assigned, working autonomously within the mandate given while keeping abreast of and involved in relevant operational planning and roll-out of projects as requested.
Director, Programming	To respond to directions from this role on all matters and receive guidance on the broader artistic aims of SOH Presents.
Head of Programming Operations, SOH Presents	To respond to directions from this role on all operational matters, keep broadly involved on all relevant matters and to seek direction on matters related to process, systems, HR, administration, logistics and ticketing, planning and resource planning.
Finance Business Analyst	To respond to directions from this role on all financial matters, keep broadly involved on all relevant financial matters and to seek direction on matters related to budgets, event cases and financial management.
Other Program Heads & Producers	To contribute to the broader objectives and ensure integration of activities across the whole of the SOH Presents program, supporting other staff in a proactive and collaborative manner.
Other Programming Staff	To work collaboratively and ensure other staff working on projects have what they need to do their jobs effectively to support projects.
Heads of PR, Performing Arts Marketing & Digital Content	Involve in project development and planning. To keep in close contact on the development of marketing, digital and PR plans for projects while allowing them to be responsible for their portion of the project.
Marketing & PR Colleagues	To keep involved from early on, to work with on an equal basis respecting expertise and advice and to allow them to have the broad mandate to fully manage their portion of the project.
Production & Account Managers	To keep involved from early on, to work with on an equal basis respecting expertise and advice and to allow them to have the broad mandate to fully manage their portion of the project.
External	
Local, national and international artistic contacts, performance companies, promoters, presenters and venues	To maintain networks, build new relationships, be plugged into developments within the artistic space relevant to SOH programming.

WHO	WHY
Contract Staff	To oversee contract project staff as necessary.
Resident companies, presents, Senior Producers and promoters	To discuss projects, negotiate participation, develop and maintain networks.
The arts/entertainment industry media, and the general public	To represent SOH in media interviews, speeches at functions and representing SOH at conferences and events as necessary.
Artists & arts companies	To ensure that artists under contract to SOH are treated respectfully and warmly, and their expectations and needs are met resulting in a memorable and enjoyable performance at SOH.

ROLE DIMENSIONS

Decision Making

The Senior Producer:

- is accountable to the Head of Program on all matters including the successful development and delivery of projects within the program.
- works within the parameters and undertakes the work as set by the Head of Program.
- has the mandate to develop external relationships, partnerships and create and propose for approval programming projects that are within the set parameters.
- follows the directions of the Director, Programming.
- collaboratively works with the Head of Programming Operations, SOH Presents to plan and manage resourcing and operational requirements.
- works with the Business Analyst on the development and management of project budgets, forecasts, event cases and financial matters generally and follow the directions of the Business Analyst on all financial matters.
- is able to negotiate and enter into financial commitments and contracts that are consistent with *both* the Delegations Policy and the approved event case for the applicable project without reference to the Head of Program providing such negotiations and contracts are consistent with the broad direction set by the Head of Program.
- is broadly authorised to make the necessary decisions in the operational planning and delivery of programming projects provided that decisions are consistent with policy and the direction from the Head of Program.
- The Senior Producer, Multi Artform is a leadership position, which uses astute judgement and expertise in collaborating on the development of the performance program; managing issues; and balancing the competing and/or conflicting demands of internal and external stakeholders.

Reporting Line

Head of Programming Strategy

Direct Reports

Contract staff as required

ESSENTIAL REQUIREMENTS

- Demonstrable experience to an expert level in developing and producing performance events at a senior, autonomous level.
- Experience curating or collaborating to a high-level on a program of arts projects within the “program area” performance space.
- Thorough knowledge of, and high quality network of contacts within, the “program area” performance programming space, including but not limited to relevant arts festivals, venues, arts centres, arts companies and artists, both nationally and internationally.
- Proven ability and experience in conducting successful daily interactions with international, national and local agents, promoters, venues and artists; including acting as a conduit between artists, promoters and co-presenters and a large, complex arts organisation and/or venue.
- Experience in developing and delivering audience development strategies.
- Demonstrable entrepreneurial flair and commercial acumen.
- Experience in developing and implementing project business cases and project budgets including modelling revenue.
- Experience in managing multiple projects, often with competing priorities.
- Successful track record managing a team of direct and indirect reports using persuasion and influence to achieve objectives.
- Experience developing marketing and publicity strategies.
- Experience negotiating and preparing contracts with artists, promoters and arts organisations.
- Strong team, relationship management and leadership skills coupled with strong oral and written communication skills.
- Previous experience in production management and/or managing artist logistics is desirable.

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**
	**Display Resilience and Courage**	**Adept**
	Act with Integrity	**Adept**
	Manage Self	Intermediate
	Value Diversity	Intermediate
	**Communicate Effectively**	**Adept**
	Commit to Customer Service	Intermediate
	Work Collaboratively	Intermediate
	Influence and Negotiate	Adept
	**Deliver Results**	Adept
	Plan and Prioritise	Intermediate
	Think and Solve Problems	Intermediate
	Demonstrate Accountability	**Intermediate**
	**Finance**	Intermediate
	Technology	Intermediate
	Procurement and Contract Management	Intermediate
	Project Management	**Adept**
	**Manage and Develop People**	**Intermediate**
	Inspire Direction and Purpose	Intermediate
	Optimise Business Outcomes	Intermediate
	Manage Reform and Change	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	Adept	• Be flexible, show initiative and respond quickly when situations change • Give frank and honest feedback/advice • Listen when ideas are challenged, seek to understand the nature of the criticism and respond constructively • Raise and work through challenging issues and seek alternatives • Keep control of own emotions and stay calm under pressure and in challenging situations
Personal Attributes Act with Integrity	Adept	• Represent the organisation in an honest, ethical and professional way and encourage others to do so

NSW Public Sector Capability Framework		
Group and Capability	**Level**	**Behavioural Indicators**
		• Demonstrate professionalism to support a culture of integrity within the team/unit • Set an example for others to follow and identify and explain ethical issues • Ensure that others understand the legislation and policy framework within which they operate • Act to prevent and report misconduct, illegal and inappropriate behaviour
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	Adept	• Prepare clear project proposals and define scope and goals in measurable terms • Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements • Prepare accurate estimates of costs and resources required for more complex projects • Communicate the project strategy and its expected benefits to others • Monitor the completion of project milestones against goals and initiate amendments where necessary • Evaluate progress and identify improvements to inform future projects
People Management Manage and Develop People	Intermediate	• Ensure that roles and responsibilities are clearly communicated • Collaborate on the establishment of clear performance standards and deadlines in line with established performance development frameworks • Develop team capability and recognise and develop potential in people • Be constructive and build on strengths when giving feedback • Identify and act on opportunities to provide coaching and mentoring • Recognise performance issues that need to be addressed and work towards resolution of issues