

Role Description

Event Account Manager



Cluster	Department of 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
ANZSCO Code	149311
PCAT Code	1119192
Date of Approval	July 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.

PURPOSE OF THE ROLE

The role is responsible for effectively and competently planning, preparing and leading the delivery of events at SOH. It oversees every aspect of an event, including the assessment, acquisition, allocation, direction, control and analysis of time, finances, people, products, services, information and other resources, to achieve the objectives and agreed outcomes on time and within budget.

This position acts as the primary contact for customers who utilise SOH as their event destination, from booking through to settlement and event closure. The role advocates on behalf of the customer while reconciling the needs of various stakeholders and brokering the interface with SOH service providers.

KEY ACCOUNTABILITIES

- Provide effective and persuasive leadership of events at SOH to achieve seamless and consistently excellent outcomes for hirers, patrons and all internal & external stakeholders.
- Provide outstanding customer relationship management, including maintaining proactive working relationships with stakeholders and service providers to balance competing needs and achieve strategic and operational objectives.
- Plan and manage meetings, scheduling, cost estimates, invoicing, resources and services. Develop and manage budgets to achieve the best financial outcomes for SOH and clients. Closely monitor event expenditure to ensure budget targets are met, including final event budget sign-off.
- Actively contribute to departmental, portfolio and organisational projects, initiatives and strategic direction. Develop and implement procedures and standards aimed at continuous improvement, maintaining an effective operational interface between SOH departments, hirers and business partners.
- Using SOH event management software, concurrently project-manage a variety of events all at different stages of enquiry, planning, scheduling, delivery, financial settlement and review. Acquire and distribute event information to service

- providers, stakeholders and clients using event management, ticketing (Tessitura) and Content Manager (CM) systems.
- Ensure contract compliance by managing contractual arrangements.
- Manage the event planning process to effectively deliver less technically complex events.

KEY CHALLENGES

- Manage simultaneous events and functions across venues to achieve exceptional, cost effective and uncompromised outcomes for clients and SOH.
- Negotiate successful outcomes with all stakeholders who have competing agendas.

KEY RELATIONSHIPS

WHO	WHY
Internal	
Head of Account Management	To discuss event operations and planning including project briefs and client requirements and escalate issues where appropriate. To receive direction and guidance on priorities, projects and areas of development.
Deputy Head of Account Management	To discuss event operations and planning including project briefs and client requirements and escalate issues where appropriate. To receive direction and guidance on priorities, projects and areas of development.
General Manager, Event Operations & Planning	To receive direction and advice and to establish priorities. To provide and receive information.
Event Operations & Planning Team	To work collaboratively, contributing to team objectives for the successful delivery of events.
SOH Departments	To coordinate delivery of services including production services, front of house, box office, security, marketing, food & beverage and facilities management services and ensure that client requirements are met.
SOH Presents	To provide support and guidance from initial booking stage through to event closure
Venue & Event Sales	To engage with and to ensure contract compliance and negotiate new terms as necessary.
External	
Venue Hirers	To provide support and guidance to customers hiring SOH venues from initial booking stage through to event closure.
Service Providers	To plan and coordinate delivery of services in line within SOH guidelines.

ROLE DIMENSIONS

Decision Making

The role acts with considerable autonomy in making decisions on day-to-day event management issues and resolving operational problems. The position prepares cost estimates, monitors event budgets and manages contractual compliance.

The role uses astute judgement to manage issues and balance the often competing or conflicting demands of internal and external stakeholders. The position represents the interests of the Sydney Opera House in managing relationships with presenters/hirers and external contractors and service providers to coordinate requirements for specific events. Where there is a significant impact or risk to SOH operations, including financial or reputational, these matters are escalated to the Deputy Head of Account Management or the Head of Account Management for guidance and direction.

Reporting Line

Head of Account Management

Direct Reports

Nil

ESSENTIAL REQUIREMENTS

- Extensive experience in theatre and event management, including company, stage and production management, and delivery of a wide range of events (e.g. corporate, exhibitions, festivals, civic, community, functions, sporting and performing arts), with strong understanding of planning and operational requirements..
- Relevant tertiary qualifications and/or significant professional experience in event management.
- Proven leadership capability in complex, high-pressure environments, including strong communication, negotiation and conflict resolution skills, with the ability to motivate self and others.
- Demonstrated experience in financial management, including budgeting, forecasting and oversight of financial processes.
- Strong contract management and project delivery expertise, including interpreting and implementing contracts, advanced use of event management systems, and exceptional organisational skills to manage multiple concurrent events with accuracy and attention to detail.

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

NSW Public Sector Capability Framework		
Group and Capability	Level	Behavioural Indicators
		• 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	Intermediate	• Focus on key points and speak in 'Plain English' • Clearly explain and present ideas and arguments • Listen to others when they are speaking and ask appropriate, respectful questions • Monitor own and others' non-verbal cues and adapt where necessary • Prepare written material that is well structured and easy to follow by the intended audience • Communicate routine technical information clearly
Relationships Commit to Customer Service	Adept	• Take responsibility for delivering high quality customer-focused services • Understand customer perspectives and ensure responsiveness to their needs • Identify customer service needs and implement solutions • Find opportunities to co-operate with internal and external parties to improve outcomes for customers • Maintain relationships with key customers in area of expertise • Connect and collaborate with relevant stakeholders within the community
Results Plan and Prioritise	Adept	• Take into account future aims and goals of the team/unit and organisation when prioritising own and others' work • Initiate, prioritise, consult on and develop team/unit goals, strategies and plans • Anticipate and assess the impact of changes, such as government policy/economic conditions, on team/unit objectives and initiate appropriate responses • Ensure current work plans and activities support and are consistent with organisational change initiatives • Evaluate achievements and adjust future plans accordingly
Results Demonstrate Accountability	Foundational	• Take responsibility for own actions • Be aware of delegations and act within authority levels • Be aware of team goals and their impact on work tasks • Follow safe work practices and take reasonable care of own and others health and safety • Escalate issues when these are identified
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

