

Role Description

Head of Account Management



Cluster	NSW 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
ANZSCO Code	149311
PCAT Code	1119192
Role Number	
Date of Approval	August 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 the community; to be a place where everyone feels welcome; to be future-ready and to lead and inspire positive changes.

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 the community.
- Everyone feels welcome here.
- We are future-ready.
- We lead and inspire positive change.

PURPOSE OF THE ROLE

The role provides expert leadership for the delivery of events and account management services. It ensures that the account management capabilities of the Opera House are aligned with our artistic vision and strategic goals.

The role leads and manages a team of specialists, ensuring that they provide outstanding customer service to all hirers and stakeholders. This role establishes and maintains supportive, high-quality relationships to assist in ensuring that requirements are clearly communicated and delivered.

KEY ACCOUNTABILITIES

- Lead and foster a culture of continuous learning, professional development and technical excellence, providing guidance, direction and mentoring to ensure efficient and effective delivery of account management services. Manage the event allocation process and strategic resource planning.
- 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.
- Undertake account management function to provide effective and persuasive leadership of events at SOH to achieve seamless and consistently excellent outcomes for hirers, patrons and all internal & external stakeholders.
- 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 ensure an efficient and streamlined process for both the client and Sydney Opera House.

KEY CHALLENGES

- Maintaining supportive and collaborative relationships, internally and externally, to ensure the successful delivery of events, while also remaining consistent with the values and objectives of the Opera House.
- Addressing and resolving problems, issues and challenges associated with a diverse range of events and hirers within a unique and challenging operational environment that balances issues of artistic vision, risk and compliance.
- Prioritising and balancing competing work priorities in a busy, dynamic environment.

KEY RELATIONSHIPS

WHO	WHY
Internal	
General Manager, Event Operations & Planning	To receive direction and guidance on departmental priorities, projects and areas of development. To discuss Account Management operations and escalate issues where appropriate.
Deputy Head of Account Management, Account Managers and Account Management Coordinator	To provide day to day operational support, development and leadership. Contributing to team objectives and goals.
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, Partnerships, Food & Beverage	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 provide support and guidance to customers hiring SOH venues from initial booking stage through to event closure.

ROLE DIMENSIONS

Decision Making

The role acts with considerable autonomy to make decisions regarding the effective planning, coordination and provision of account management services and resources. It is responsible for ensuring effective service delivery standards are met for operations and projects.

Where there is a significant impact or risk to SOH operations, including financial, personnel or reputational, these matters are escalated to the General Manager, Event Operations & Planning for direction.

Reporting Line

General Manager, Event Operations & Planning

Direct Reports

Deputy Head of Account Management

Account Managers

ESSENTIAL REQUIREMENTS

- Demonstrated experience in leading and building teams, including training and mentoring, staff development programs, performance management, resource allocation, and demonstrated high-level leadership ability in a challenging work environment, including conflict management and negotiation skills. Strong communication and interpersonal skills, with the capacity for self-motivation.
- Broad range of experience in theatre and event management, including company/stage/production management, and skills/experience across all types of events including business/corporate, exhibitions, entertainment, festivals, government/civic, community, functions, sporting and performing arts events, including organisation requirements, conduct and planning.
- Tertiary qualifications and/or substantial experience in event management, together with outstanding attention to detail and project management skills for managing multiple events simultaneously, meeting strict deadlines, forward planning, and maintaining oversight of interconnected activities.
- Experience managing budgets and financial processes, together with sound knowledge and experience in the management, implementation, and interpretation of contracts.
- Advanced computer skills, including proficient use of event management systems, and knowledge and awareness of the Arts environment, current trends, issues, and the economic climate.

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	Intermediate
	Commit to Customer Service	Adept
	Work Collaboratively	Intermediate
	Influence and Negotiate	Intermediate
 Results	Deliver Results	Adept
	Plan and Prioritise	Adept
	Think and Solve Problems	Adept
	Demonstrate Accountability	Foundational

NSW Public Sector Capability Framework		
Capability Group	Capability Name	Level
	Finance	Intermediate
	Technology	Adept
	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 - 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

NSW Public Sector Capability Framework		
Group and Capability	Level	Behavioural Indicators
Business Enablers Project Management	Adept	• 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
		• 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