

Role Description

Welcome Team - Ambassador



Cluster	Creative Industries, Tourism, Hospitality and Sport
Agency	Sydney Opera House
Division/Branch/Unit	Visitor Experience & Engagement - Marketing
Location	Sydney CBD
Classification/Grade/Band	Tier 1, Grade 2 Level 2
Kind of Employment	Enterprise Agreement
ANZSCO Code	451412
PCAT Code	1119292
Role Number	W02902R02697
Date of Approval	November 2025
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 Welcome Team Ambassador is required to provide exceptional guest service by welcoming visitors and providing comprehensive information and knowledge of events, tours, onsite activities and promotions. This role will also see you act as an ambassador for our resident companies, food and beverage operators as well helping guests with questions relating to all things Sydney.

This dynamic position is responsible for ensuring all guests are greeted warmly; way-finding and providing directional information, ensure visitors are provided with the best possible deals on tickets and experiences; and most importantly feeling engaged and excited to enter the Sydney Opera House precinct.

The Welcome Team Ambassador is a versatile role and will be across a number of customer facing areas both within the building and the outside precinct.

KEY ACCOUNTABILITIES

- Reflect and promote at all times to our visitors the Opera Houses mission by providing exceptional customer service, information and knowledge
- Engage with and understand our visitors, including discovering and responding to customer needs through clear and pleasant communication
- Assist patrons with accessible needs to and from the precinct. This includes pushing of wheelchairs and driving the courtesy cart for assisted forecourt access and accessibility drop zone operation

- Responsible for continuous research, sampling and understanding of all key products, services, facilities, performances and precinct information to assist in delivering a memorable guest experience, and return patronage, actively engaging with patrons across the precinct
- Be an ambassador for all Opera House & Precinct activity and offerings throughout the year, keeping up to date with new SOH and resident company campaigns, issuing product collateral, answering a wide range of queries and complying with current SOH dress code
- Upsell all on-site guest experiences; including performances, tours and F+B offerings.
- Proactive approach to managing queues and directing patrons to theatres, bars, F&B outlets and other facilities
- Utilise technology to enhance a seamless guest experience, and create dynamic up-sell opportunities.

KEY CHALLENGES

- Maintaining a strong commitment to customer service whilst liaising with a broad range of people from the general public.
- Navigating visitor and patrons requirements in a dynamic environment

KEY RELATIONSHIPS

WHO (i.e. who is the relationship with)	WHY (i.e. purpose of the relationship)
Internal	
Welcome Team Operations and Training Manager	To manage and direct the team and overall operations
Welcome Team Leader	To receive advice and direction within the role
Welcome Team Ambassador	To disseminate insights and work as a team
Box Office Supervisor	To gain performance update and ticket availability
ADZ Team Leader	Ensure safe operation of the accessible drop zone
External	
Patrons	To maximise their opportunities to engage with all event, tourism, retail and dining opportunities

ROLE DIMENSIONS

Decision Making

This position is accountable to the organisation via the Welcome Team Operations and Training Manager. Welcome Team Ambassadors are expected to have an expert understanding and knowledge of all activities and priorities and ensure that guests are given key information and receive a memorable welcoming experience when visiting the Opera House site. The role is crucial in assisting patrons by maximising their opportunities to engage with all event, tourism, retail and dining opportunities at Sydney Opera House. There is a particular emphasis upon up-selling events and ancillary experiences, way-finding for patrons and assisting visitors with accessible needs. The Welcome Team Ambassadors may, within authorised parameters, promote special offer pricing and facilitate complaint resolution.

Reporting Line

Welcome Team Operations and Training Manager
Welcome Team Leader

Direct Reports

Nil

ESSENTIAL REQUIREMENTS

- Minimum 2 years recent experience in a high volume, face to face customer service role. Previous experience providing informational services to Tourists will be highly regarded
- Ability to actively engage with patrons from a wide variety of demographics and backgrounds. Previous experience handling customer complaints will be highly regarded
- Excellent presentation and personal grooming standards and a calm, professional and mature manner
- Ability to memorise key information, including product selling points and event dates, times and venues. Pre-existing knowledge of the precinct, venues, services and activities will be highly regarded
- Ability to work independently and as part of a team, disseminating insights and feedback and escalating items where appropriate

- Ability to work in a high pressure, dynamic environment
- Excellent ability to quickly find solutions and problem solve to meet customer needs and expectations.
- Physical capability and ability to stand for long periods of time
- Available to work flexible hours, that will include evenings, weekend and public holiday shifts.

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

This role also utilises an occupation specific capability set which contains information from the Skills Framework for the Information Age (SFIA). The capability set is available at www.psc.nsw.gov.au/capabilityframework/ICT

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

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	Foundational	• Behave in an honest, ethical and professional way • Take opportunities to clarify understanding of ethical behaviour requirements. • Identify and follow legislation, rules, policies, guidelines and codes of conduct that apply to your role • Speak out against misconduct, illegal and inappropriate behaviour • Report apparent conflicts of interest
Personal Attributes Manage Self	Foundational	• Be willing to develop and apply new skills • Show commitment to completing work activities effectively • Look for opportunities to learn from the feedback of others

NSW Public Sector Capability Framework		
Group and Capability	Level	Behavioural Indicators
Relationships Communicate Effectively	Foundational	• Speak at the right pace and volume for varied audiences • Allow others time to speak • Display active listening • Explain things clearly • Be aware of own body language and facial expressions • Write in a way that is logical and easy to follow
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 Deliver Results	Foundational	• Complete own work tasks under guidance, within set budgets, timeframes and standards • Take the initiative to progress own work • Identify resources needed to complete allocated work tasks • Seek clarification when unsure of work tasks
Business Enablers Technology	Foundational	• Display familiarity and confidence in the use of core office software applications or other technology used in role • Understand the use of computers, telecommunications, audio-visual equipment or other technologies used by the organisation • Understand information, communication and document control policies and systems, and security protocols • Comply with policies on acceptable use of technology