



Melbourne Art
Foundation

Role: Marketing Coordinator

Location: Melbourne Art Foundation Cremorne Office, Melbourne

Basis and Time Fraction: 12-month Part time contract commencing 1 July 2026:

3-days per week upon commencement, 4-days per week in December, full-time January-February, 3 days per week March – June.

Weekend and after hours work will be required during the Fair period.

Salary Range: \$60,000 to \$65,000 pro-rata

Applications Close: 11:59PM 3 June 2026

About Melbourne Art Fair:

For four days each February, Melbourne Art Fair transforms the Melbourne Convention and Exhibition Centre into a meeting place for the curious and devoted. Leading galleries, design studios and Indigenous-owned art centres converge with collectors, artists, and those simply drawn to the hum of new ideas.

Complementing the gallery lineup is a curated program of talks, installations, international video art and workshops designed to engage and provoke, ensuring that the conversations that begin at the Fair continue to resonate long after the lights go out.

For more than thirty-eight years, Melbourne Art Fair has been a defining fixture on the Australasian cultural calendar, supporting and promoting living artists through the staging of a world-class contemporary art fair that stimulates critical and commercial attention.

Melbourne Art Fair

18 - 27 Feb 2027

Melbourne Convention and Exhibition Centre

Website: <https://melbourneartfair.com.au/>

Melbourne Art Fair is owned and operated by Melbourne Art Foundation.

About the Role:

Melbourne Art Foundation is seeking an enthusiastic Marketing Coordinator to support the planning and delivery of Melbourne Art Fair's marketing strategy through engaging and creative content across digital channels.

The role reports to the Director of Marketing. This role is ideal for early-career marketing professionals looking for experience in the events and arts sector.

How to apply:

Please send a CV, a cover letter addressing the selection criteria, and any relevant content examples to maf@melbourneartfoundation.com and address your application to Cristina Ulloa Sobarzo, Director of Marketing.

Key Selection Criteria

Qualifications and Experience:

- Content creation skills: proven ability to ideate, source, produce, and schedule content across a range of digital channels
- Strong digital competency: ability to use Adobe Suite (Photoshop, Premiere Pro, In Design are ideal)
- Relevant qualifications and/or demonstrated experience in social media marketing, communications, or a related field
- A detail oriented and proactive mindset: demonstrated ability to plan, prioritise and work efficiently to deadlines

Personal Attributes

- A demonstrated ability to work collaboratively and support positive relationships with internal and external teams
- Excellent written and verbal communication skills
- An interest in events and the arts

Key Responsibilities

Digital Content Creation

- Support the copywriting and digital content needs of the Melbourne Art Foundation by creating / preparing content, creating campaign content schedules, and updating key documents.
- Maintain Melbourne Art Foundation managed event websites, preparing news post content and updating relevant event information to drive engagement.
- Draft content and manage distribution for electronic direct mail campaigns (EDMs).
- Develop and execute the social media marketing strategy across Facebook, Instagram, Tik Tok, X, LinkedIn, WeChat and RedNote, creating content to maintain and increase Melbourne Art Fair's social community.
- Work with the Director of Marketing and program team to finalise and publish social media content and design assets, proposals, reports, and acquittals, ensuring timely delivery against overarching schedule.

Ticketing

- Manage corporate and complimentary ticket distribution strategy, including overseeing the distribution process.
- Assist in the management of onsite box-office and FOH team, including set-up and pack-down.

Database and Reporting

- Assist with the coordination and maintenance of stakeholder and collaborator databases to support the delivery of EDMs, reciprocal social media benefits, complimentary ticket distribution and key stakeholder correspondence.
- Review correspondence and reports for accuracy, communicating with stakeholders as required for clarification and/or permission.
- Assist the Director of Marketing with the post show review process and drafting of post-show reports and debrief meetings with media partners, press agency, and suppliers.

Other

- Other duties as directed by the Director of Marketing.
- Ensure all relationships within the project are cooperative, supportive, enthusiastic, team-orientated, and effective.

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About Melbourne Art Foundation:

Melbourne Art Foundation is a not-for-profit organisation established in 2003 to promote and support contemporary art and living artists. Committed to bringing artists, galleries, collectors, and the art loving public together, the Foundation leads the way in building audiences and a market for Australia's living artists. It weaves together commercial, social, cultural, and environmental threads to support the rich cultural tapestry of the Australian visual arts community. The Foundation sponsors a range of programs anchoring Melbourne Art Fair as a cultural benchmark including commissions, special projects, exhibitions, conversations, and the newly established Melbourne Art Foundation Art Acquisition Support Fund.