

- Role:** Marketing Manager
- Employment term:** This is an initial fulltime two-year contract, with a 3-month probationary period. The role commences 6 July 2026, or as negotiated with the successful candidate. Weekend and after hours work will be required during the Fair period.
- Salary:** Contact CEO for salary range.
- Location:** Melbourne Art Foundation Office – Cremorne, Melbourne
- Reporting Structure:** This role works closely and collaboratively with the Fair Director and reports directly to the CEO.
- In undertaking the duties of this position, the Marketing Manager will be required to work in direct co-operation with all Melbourne Art Foundation team members. The Digital Content Coordinator reports directly to the Marketing Manager.
- Other Key External Relationships: Publicist, media agencies, suppliers, contractors
- Applications Close:** 25 June 2026
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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.

The Foundation presents the Melbourne Art Fair, an annual event held at the Melbourne Exhibition and Convention Centre in February. Exhibitions, large-scale installations, talks, events and bespoke hospitality programs unfold across the site, creating a dynamic setting where cultural and commercial worlds intersect. Melbourne Art Fair brings together leading galleries, artists, collectors, designers and cultural organisations from across Australia, the Asia-Pacific and beyond. The Fair operates not only as an exhibition, but as a major annual cultural festival: a space for exchange, connection and influence. In 2026 the Fair welcomed FUTUREOBJEKT, a curated salon dedicated to collectible design.

The 2026 Fair attracted 20,987 visitors over four days of operation, resulting in approximately \$16.4 million in sales for the galleries and design studios exhibiting. Our broader economic impact for Melbourne in 2026, encompassing tourism and hospitality, was estimated to be \$30.6m.

About the Role:

The Marketing Manager is responsible for developing and delivering the marketing, communications, digital, PR and ticketing strategies for Melbourne Art Foundation events, including Melbourne Art Fair. Working closely with the CEO, Fair Director and external agencies, the role oversees campaign planning and execution, budget management, media partnerships, content production, ticketing operations and stakeholder communications. The Marketing Manager leads the delivery of integrated marketing initiatives that drive audience growth. The role also supports the CEO and Fair Director to deliver proposals and reporting to key stakeholders, including Government funding bodies and sponsors.

Key Responsibilities

1. Manage the development, implementation and evaluation of the Melbourne Art Foundation's marketing and communications strategies, particularly focusing on the annual Melbourne Art Fair.
2. Seek out development opportunities for media and marketing partnerships and contribute to the definition and management of these relationships.
3. Manage administration, systems and processes to assist smooth operation and timely, on budget delivery of the marketing and communications plan.
4. Develop sales campaign to support the Foundation to achieve ticket sales targets for each edition of Melbourne Art Fair.
5. Implement marketing campaigns including:
 - a. Execution of event marketing materials, including all collateral.
 - b. Implementation of digital advertising with the appointed agency.
 - c. Oversee all print advertising and media partnership deliverables.
 - d. Coordinate Melbourne Art Fair signage.
 - e. Oversee the effective distribution of marketing materials, both print and online.
6. Coordinate the service provision by the external public relations agency and designers ensuring timely delivery of social media, digital, public relations and publishing activities.
7. Work closely with the Fair Director on the development of the visual brand of each edition of Melbourne Art Fair.
8. Manage videography and photography activities for event-related content, including briefing videographers and photographers, and ensuring delivery of high-quality assets aligned with campaign objectives.
9. Oversee the planning and delivery of EDM content and social media in conjunction with the Digital Content Coordinator.
10. Oversee content on Fair website and VIP/Exhibitor portals, supporting the Digital Content Coordinator to ensure relevant content and user data.
11. Liaise with the web developer to ensure timely and effective updates to Melbourne Art Foundation owned websites and systems.
12. Coordinate communications schedules and content with stakeholders, sponsors and partner organisations and ensure partnership marketing obligations are met.
13. Oversee creation of festival documentation, digital assets etc as required.
14. Develop collateral and content as required to support other projects and outcomes of Melbourne Art Foundation including the Annual Report.
15. Collate information and data to assess the effectiveness of campaigns and promotional channels and assist with the preparation of reports, Board papers, presentations, and related documentation. This includes ticketing reports and visitor surveys.
16. Manage ticketing supplier and system for Melbourne Art Foundation events including the management of corporate and complimentary ticket distribution strategy, including overseeing the distribution process.

17. Oversee the management of Front of House Box office at all Melbourne Art Foundation events, including box office set up and management of onsite casual team.
18. 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.
19. Other relevant duties as directed by the CEO.

Selection Criteria

1. Qualifications and Experience: Tertiary qualification in marketing, communications or arts management (or equivalent professional experience) plus a minimum of four years' experience in communications, marketing and audience development.
2. Demonstrable working knowledge of marketing and communications practices, including the capability to create and contribute to effective marketing and communications campaigns.
3. Excellent interpersonal skills and ability to effectively communicate with a range of stakeholders.
4. Excellent verbal and written communication skills with the ability to communicate to diverse audience groups.
5. Demonstrated capacity to effectively plan, problem-solve, manage deadlines, and work collaboratively in a small team.
6. Experience and knowledge of the arts and/or collectible design sector and broader cultural community.
7. Experience with ticketing platforms and developing ticket sales campaigns.
8. Experience in managing and collaborating with Publicity/Strategy and Branding/Design agencies

Personal attributes

- Dynamic, innovative and creative
- Collaborative, supportive, enthusiastic and team-orientated
- Ability to adapt quickly to change and ability to prioritise effectively
- Excellent attention to detail

How to apply:

Please send a CV and a cover letter addressing the selection criteria to Clare McKenzie, CEO clare@melbournartfoundation.com. Applications due 5pm AEST Thursday 25 June.