

Role: VIP and Partnerships Coordinator

Location: Melbourne Art Foundation Cremorne Office, Melbourne

Basis and Time Fraction: 8-month Part time contract commencing September 2026

- 4-days per week upon commencement
- Full-time January and February 2027
- 3 days per week March – April 2027
- Weekend and after hours work will be required during the Fair period.

Salary Range: \$70,000 pro-rata plus 12% superannuation

About the Role

The VIP and Partnerships Coordinator plays a pivotal role in fostering Melbourne Art Fair's relationships with collectors, cultural leaders, patrons and partners. Responsible for delivering the Fair's year-round VIP program and supporting its cultural and corporate partnerships, the role works closely with the CEO and Fair Director to create exceptional stakeholder experiences that deepen engagement, strengthen strategic relationships, and contribute to the long-term success and reputation of Melbourne Art Fair. We are seeking an energetic, proactive and highly organised arts professional with experience in VIP engagement and/or partnership management, who thrives on building meaningful relationships and delivering outstanding experiences as part of one of Australia's leading contemporary art events.

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 drawn to the energy of contemporary culture and new ideas.

Complementing the gallery presentations is a curated program of talks, installations, international video art and workshops designed to engage, challenge and inspire. These experiences ensure the conversations that begin at the Fair continue to resonate long after the event closes.

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 both critical and commercial attention.

Melbourne Art Fair

18 - 27 Feb 2027

Melbourne Convention and Exhibition Centre

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

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 markets for Australia's living artists.

Through Melbourne Art Fair and a range of year-round initiatives, Melbourne Art Foundation supports the visual arts sector through commissions, special projects, exhibitions, conversations and the Melbourne Art Foundation Art Acquisition Support Fund. The Foundation weaves together commercial, social, cultural and environmental threads to strengthen Australia's contemporary arts ecosystem and support the rich cultural tapestry of the visual arts community.

Key Responsibilities

VIP Program

- Oversee the planning of the Melbourne Art Fair VIP Program – and its curation in conjunction with the Guest VIP Program Curator and Fair Director – through the securing of events, tours, and unique experiences in Melbourne and within the fair.
- Oversee the execution of the Melbourne Art Fair VIP Program, including publishing content to the online portal, managing RSVPs and waitlists.
- Ensure the VIP Program reflects MAF's strategic objectives, and delivers programming that engages with partner institutions, exhibiting artists and participating galleries.
- Manage VIP budgets and post event evaluation and cultural partner reporting.

VIP Hosting / Event Management

- Manage the coordination of the Melbourne Art Fair Launch event (October) and interstate promotional events, including guest list and venue / catering coordination, and acting as an event host.
- Host Australian and international VIPs during Melbourne Art Fair, acting as the primary contact for private itineraries, including tours, collection viewings, and events as part of the VIP Program.
- Oversee casual VIP staff in the management of onsite Fair delivery, and offsite VIP program activities where required.
- Oversee all aspects of the VIP experience, VIP acquisition and retention strategy, and key collector/institution relationships.
- Attend art-related events as a representative of the Melbourne Art Foundation.
- Manage new individual VIP requests for attendance of Melbourne Art Fair.

VIP Database and Portal

- Management of the VIP database (WordPress) and CRM (Klaviyo and Zoho) including reviewing and updating information for existing VIP clients, adding new clients and segmenting as required.
- Manage VIP email inbox, troubleshoot VIP Portal access issues, and all incoming enquiries for potential new VIPs.

- Oversee the coordination and organisation of VIP Passes and event invitations (via EDMs and MailMerge).
- Manage the Melbourne Art Foundation VIP Portal, including backend website management and uploading content to the VIP Portal / website.
- Assist the Marketing team with the content development and scheduling for all VIP Communications (EDMs).

Partnerships and Corporate Hospitality Administration

- Provide administrative support to CEO and Brand Partnerships and Activations Advisor in contracting and delivery of partner's benefits.
- Support the development and delivery of corporate hospitality packages, in conjunction with CEO.
- Other duties as directed by the CEO.

Selection criteria

- Arts Management degree or other relevant qualifications and/or demonstrated experience in VIP/partnership management.
- Demonstrated experience managing high-value stakeholder relationships, including VIPs, collectors, patrons, corporate partners and/or senior executives, with a commitment to delivering exceptional customer service and building long-term engagement.
- Experience coordinating, delivering and hosting events or VIP programs, including planning, guest management, onsite delivery and post-event evaluation.
- Excellent communication and interpersonal skills, with the ability to engage confidently and professionally with diverse stakeholders, maintain discretion, and represent an organisation at public and industry events.
- Experience using CRM and website content management systems.
- Demonstrated administrative and financial management skills, including budget monitoring, contract administration, reporting, and maintaining accurate records.
- Experience working in the arts, cultural, museum or not-for-profit sector (desirable)

Personal attributes

- Highly organised, detail-oriented and able to manage multiple priorities and deadlines.
- Collaborative and relationship-focused with the ability to build positive stakeholder relationships.
- Demonstrated ability to work independently and as part of a small, high-performing team.
- Strong written, verbal and visual communication skills.
- A genuine interest in contemporary art, culture and events

How to Apply

Please send a current CV and a cover letter addressing the Key Selection Criteria addressed to Clare McKenzie to clare@melbourneartfoundation.com by 5pm Monday 10 August.