

JOB DESCRIPTION

Marketing and Partnerships Coordinator	
Role Type:	Part-time (3 days per week), fixed term contract
Term:	1 April 2021 – 28 February 2022
Reports to:	Marketing and Partnerships Manager
Experience:	Minimum 1 year experience in a marketing role
Salary:	\$45,000 (pro rata) plus 9.5% superannuation
About the Melbourne Art Foundation	<p>Established in 2003, Melbourne Art Foundation is a not for profit organisation established to promote and support contemporary art and living Australian artists. Committed to servicing the needs of artists, galleries, collectors and visitors, the Foundation leads the way in building national and international audiences and markets for the work of Australia's living contemporary artists, bringing together the commercial, social, cultural and environmental threads that underpin and sustain the vibrant Australian visual arts ecology.</p> <p>Melbourne Art Foundation produces the biennial Melbourne Art Week and flagship event Melbourne Art Fair.</p> <p>The Foundation sponsors a range of programs during Melbourne Art Week for the benefit of living artists, to facilitate public discussion and develop new audiences for contemporary art. These programs include major commissions, project rooms featuring emerging and independent artists, and art spaces, public talks, collector programs, guided tours and the celebrated Art Fair opening night; Vernissage.</p>
About Melbourne Art Fair	<p>Melbourne Art Fair is a seminal fixture on the Australasian cultural calendar, stimulating critical and commercial attention for galleries and their artists for over 30 years. The biennial fair supports and promotes Australasian living artists through the staging of a world-class platform for contemporary art, showcasing iconic and new works by artists from the region's most respected galleries.</p> <p>With this global creative city as a backdrop, the fair returns in 2022 to take up residence at the Melbourne Convention and Exhibition Centre, continuing its lead role in the region for fostering the development of new audiences for contemporary art.</p>
About the role	We are seeking a results-focused, enthusiastic, Melbourne based events marketer to take the position of Marketing and Partnerships Officer for Melbourne Art Fair 2022.

	<p>As the Marketing and Partnerships Officer, you will work alongside the Marketing and Partnerships Manager to deliver the marketing campaign for the event.</p> <p>You will offer innovative and creative marketing strategies that will make an impact and ultimately drive ticket sales and online traffic. You will be a self-starting energetic and results orientated marketer.</p> <p>This is very much a target driven role with a high emphasis on all marketing activities leading to the selling of tickets, generating partnership revenue, and getting visitors to the event.</p> <p>To be successful in this role, you should have an understanding and experience in event marketing and partnership development, and a good understanding of social media and digital campaign execution. Strong verbal and written communication skills are essential, as is excellent time and project management skills. Along with the relevant tertiary qualification in marketing and event management (or equivalent), you will have highly developed interpersonal skills.</p>
<p>Accountabilities In fulfilling the primary focus of the position, the incumbent will typically:</p>	
<p>In Brief:</p>	<ul style="list-style-type: none"> • Implementation of marketing strategy to drive audience attendance; • Sponsor / partner engagement; • Digital campaign management; • Social Media management; • Distribution of print collateral and complimentary ticketing; • Data collection; • Partnership prospecting; • Management of partnership marketing deliverables;
<p>In Detail:</p>	<ul style="list-style-type: none"> • Support the Marketing and Partnership Manager in the preparation of event marketing materials, including leaflets, posters, tickets, e-newsletters or as required. • Maintain the event website, including copywriting. • Manage the sponsor deliverables and inclusion on marketing elements. • Manage media partnership deliverables. • Manage visitor database. • Manage corporate and complimentary ticket distribution strategy. • Identify and establish relationships with key Australian arts and lifestyle organisations, existing exhibitors and event sponsors to promote Melbourne Art Fair and drive ticket sales. • Identify potential partnerships that generate revenue, and assist the Marketing and Partnerships Manager to develop pitches. • Manage partnership deliverables and inclusion on marketing elements • Develop new initiatives to connect and cleverly engage with the event's target segments, including the Melbourne public, HNWI and local and international collectors.

	<ul style="list-style-type: none">• Managing effective distribution of marketing materials, both print and online, including but not limited to complimentary tickets, pre-event flyers and VIP cards.• Copy writing for EDMs.• Social media campaign management; creating and executing Facebook, Instagram, and Twitter strategy and maintaining and increasing Melbourne Art Fair’s social community.
TO APPLY	Please email a Cover Letter and CV to maf@melbourneartfoundation.com