

## **VIP and Museum Relations Associate, North America**

**Reporting to:** Head of Audience Development, Frieze Fairs

**Location:** New York office (regular domestic and limited international travel required)

### **Job Purpose**

The role is to manage stewardship and cultivation of VIPs from North America (USA & Canada), cultivating a portfolio of individual high level Private Collectors & Museum Groups, and developing an engaging program of VIP events during Frieze Week in New York that incentivizes their attendance.

The role involves maintaining a portfolio of over a hundred North American Private Collectors and Patron Groups from regional museums, with the goal of encouraging their increased attendance across all Frieze Fairs.

It also involves developing a program of engaging activities for this audience with clearly defined targets for establishing new relationships, which emphasize growth in key areas throughout the region.

The role is suitable for a confident VIP networker, extremely organized in advance planning, events execution, administrative duties and communication with internal stakeholders in Frieze's offices both in London and New York, as well as with external partners.

While day-to-day work will be based from the Frieze New York office, the role involves being a core member of the VIP Relations department that is based in London, which will require flexibility in participation in departmental activities, as well as additional diligence in keeping the department informed.

The role also involves representing Frieze at key domestic events as well as at all Frieze fairs with regular regional and international travel.

### **Duties & Responsibilities**

#### **1. VIP Management**

- Manage upkeep on all North America VIP lists, including data entry
- Continually develop a new pipeline of VIPs
- Act as main point of contact for incoming VIP inquiries from North America

- Oversee the process of groups' nominations being received, checked and posted in collaboration with Data and Mailings Manager
- Oversee the VIP website portal for Frieze New York
- Manage VIP cultivation budget for North America

## **2. VIP Engagement**

- Organise and attend meetings with museum group leaders, development staff and curators to develop relationships with museum groups from North America, as well as other groups targeted to develop audiences for the fairs
- Organise and attend meetings with private collectors in New York and the region as required
- Ensure regular contact with collectors & groups assigned within portfolio, and ensure active cultivation plans for Frieze's Director, Artistic Director, and Head of Audience Development with assigned North American VIPs
- Customize and coordinate bespoke programs that will appeal to individual collectors & patrons groups, to coincide with fair times
- Identify and cultivate relevant new patrons groups from throughout the U.S.A.

## **3. Year-Round Cultivation Events**

- Maintain an internal calendar of all major U.S.-based art events
- Represent Frieze at relevant events in New York and beyond as required
- Manage all U.S.-based cultivation events Frieze conducts, including: strategic development, budgeting, planning and onsite operations
- Plan regionally focused trips, including with other senior staff, for meetings with key audiences

## **4. Fair Week Events**

- Work with the Head of Audience Development to develop VIP Program events for Frieze New York that ensure key North American VIP audiences are represented within the Frieze London VIP program
- Manage the execution of "Conversations on Collecting" and other on-site programming for Frieze New York, as well as "Exclusive Opportunities" such as collections and studio visits during fair week
- Manage the execution of fair week VIP events by working with a team of temporary staff during Frieze New York and liaising with the London VIP team & other departments as required

## **Key Stakeholders**

- External – A portfolio of U.S.-based VIPs and VIP groups, including patrons groups affiliated with approximately one hundred museums
- Internal – Fair Director and Artistic Directors, Head of VIP Relations and VIP Relations Department, Partnerships, and Communications

## **Required Experience**

- VIP Relations, fundraising, or other client-facing development experience
- Knowledge of the art world
- Experience in special events production
- Strong analytical mind with high attention to and passion for detail
- Demonstrable people skills

## **Required Competencies**

- Confident and outgoing, used to networking and substantial experience in outward facing roles
- Well spoken, positive attitude, with great presentation and communication skills
- Proactive in seeking out information on new collectors & innovative in their approach of thinking about art buying audiences
- Excellent organization, administrative and planning skills with attention to detail
- Calm under pressure
- High level of discretion and confidentiality

## **Salary & Benefits**

Details upon application