

**Job title:** Director, Frieze Masters

**Location:** London (with regional and international travel)

### **Job Purpose**

The Director will ensure the success of Frieze Masters. A key aspect of the role is to determine the vision for the fair and ensure its successful delivery. It will involve working with all internal fair delivery teams, as well as building a collaborative and productive working relationship with local collaborators, and ensuring Frieze's best interests are realised. Externally, the Director will be responsible for liaising with key stakeholders in the city and being the main contact point for galleries, collectors and curators. The Director will work with the global team to ensure strong participation by FM galleries in relevant fairs, sections and projects internationally.

### **Responsibilities**

#### **Strategy**

- Determine the overall vision for Frieze Masters and associated projects;
- Inform and deliver the relevant strategic goals for Frieze's activities globally;
- Assess and anticipate how Frieze Masters can develop and grow;
- Advise, research and deliver new fairs or sections as required;
- Contribute to strategic planning for other Frieze fairs and initiatives globally, particularly with regards to galleries and audiences specific to Frieze Masters.

#### **Galleries relationships**

- Maintain strong relationships with galleries relevant to Frieze Masters globally;
- Identify target galleries for the fair and build relationships on behalf of Frieze, with regular contact and visits, demonstrating engagement with their programme and making new VIP introductions;
- Build and work with a committee of galleries to select and represent Frieze Masters;
- Ensure that Frieze Masters has an excellent exhibitor list with a good balance of fields and geographies;
- Target specific FM galleries for other relevant Frieze fairs as agreed with Frieze directors;
- Deliver best quality galleries and collectors for Frieze Masters section at Frieze Seoul.

#### **Audiences**

- Hold relationships with collectors and art world professionals relevant to FM globally
- Contribute to the maintenance and growth of Frieze's VIP database.
- Identify and coordinate opportunities for collaborations with local and international institutions;
- Identify and deliver brand building cultivation events relevant to FM year-round;
- Input in the global VIP strategy and actively support cultivation efforts to deliver the right audiences to all fairs globally, with a particular aim to grow relevant collecting audiences for Frieze Masters.

#### **Stakeholders**

- Establish productive relationships with key stakeholders (including sponsors and partners) and support internal teams to develop these relationships in the best interests of the partners and Frieze;
- Nurture and maintain relationships with key regional bodies, ensuring the best outcome for Frieze.
- Hold close relationships with all collaborators of Frieze Masters including Selection Committee, Advisory Board and Vetting Committee; set the strategy for all committees.

#### **Communications**

- Be the figurehead and act as a press spokesperson for Frieze Masters and associated projects;
- Support press & marketing activity, working directly with outside agencies;
- Represent Frieze at local and international art world events.

### **Programming**

- Strategise curated programming in and around the fair that is tailored to Frieze Masters, and that will drive audience while reflecting Frieze's identity;
- Identify, appoint and manage external curators working on the programming.

### **Financial**

- Ensure commercial aims are met, whilst ensuring the excellent quality of the fair;
- Be responsible for Frieze Masters and associated projects gallery revenue;
- Support the partnerships team to meet sponsorship and fundraising goals;
- Identify possible subsidies from local funding bodies.

### **Production**

- Input on the design and architecture of the fair;
- Produce the fair map of gallery stand locations and manage related gallery conversations;
- Contribute to logistical decision-making that affects gallery and visitor experience.

### **Required Experience**

- In-depth understanding of the art world and the key players globally, specifically those relevant to Frieze Masters;
- Significant experience at a senior level within a related environment such as a commercial gallery, museum, or international art event;
- Strong relationships with gallery owners, collectors, curators and opinion-formers;
- A deep knowledge and understanding of the global art world;
- Demonstrable experience of managing and delivering complex and ambitious projects from inception;
- Ability to present information clearly and confidently to press and public.

### **How to apply**

Saxton Bampfylde Ltd is acting as an employment agency advisor to Frieze on this appointment. Candidates should apply for this role through their website at [www.saxbam.com/appointments](http://www.saxbam.com/appointments) using code PAIAQB Click on the 'apply' button and follow the instructions to upload a CV .

### **Our Diversity & Inclusion Statement**

Frieze unites people in our love of the arts. We understand this can only be accomplished when we harness the entirety of our company and lead with a lens of diversity, equity, and inclusion in everything we do. As a global company that drives culture, we are committed to practicing anti-discrimination including race, gender identity, sexual orientation, and disability, together with artists, writers, and cultural practitioners from all backgrounds. There is still much work to be done to address systemic inequality and discrimination within the arts and culture industry, and we are dedicated to making progress to both within our own organization and the art world at large.