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Aperture Work Scholar Program Position Description

Sales & Marketing

Department Overview

The main goal of Aperture's Sales Department is to create, implement, and oversee the sales strategies for Aperture's book and limited-edition print programs. The Sales work scholar will also be acting as an assistant to the bookstore Sales Associate.

What You Can Expect to Learn

- The operations of a non-profit foundation
- The ins and outs of the photobook publishing industry
- Various sales and marketing strategies
- How to create sales and marketing materials
- How to manage relationships with book distributors
- How to install/exhibit limited-edition prints
- Acumen accounting software
- How to identify new sales opportunities
- How to research prospective new clients for books and limited-edition prints
- How to manage spreadsheets for sales, book inventory, and title data, among other uses
- Preparation for art fairs and trade shows, both domestic and international, including managing the appointment schedule for key shows
- Preparation of various events held at Aperture Foundation and other venues around the city, including opening receptions for exhibitions, book signings, artist lectures, and panel discussions

Departmental Duties

- Attend various department meetings, as needed
- Manage the front desk, answer and direct phone calls, greet visitors, sign for and distribute packages, sort incoming mail
- Maintain the overall appearance and organization of the bookstore
- Coordinate restocking of the bookstore
- Engage visitors, educate them about Aperture's programming, suggest recommendations for books and prints
- Assist in managing limited-edition prints room and installation of prints
- Enter completed sales into Acumen
- Assist in preparation for key art fairs and trade shows, both domestic and international, including managing the appointment schedule for key shows

General Work Scholar Responsibilities

- Complete pre-, mid-, and post-term evaluations
- Assist with front desk coverage on weekdays during morning, afternoon, and lunch breaks
- Setup and breakdown for on- and off-site events
- Assist at the Aperture Foundation Benefit (Fall term)
- Kitchen duty (fridge and dishes)
- Assist with jurying the Aperture Portfolio Prize (Fall term)
- Work Saturdays, extended hours, and events (paid hours)

Requirements

A passion to learn about the business aspects of photography book and print sales, as well as a working knowledge of the history of photography; excellent written and communication skills; the ability to engage with customers and assist with purchases; the ability to multitask; the ability to take initiative and work independently; and a working knowledge of Microsoft Word, Excel, and Outlook.