

Department Overview

The main goal of Aperture's Digital Media Department is to collaborate with Aperture staff to enhance the foundation's online presence, primarily by translating content from within the foundation to our digital platforms, including the Aperture website, blog, app, Facebook, Twitter, and Vimeo page. The department is responsible for ensuring the social media promotion of books, prints, events, exhibitions, and web exclusives. Additionally the Digital Media Department works with a variety of departments to produce original video, audio, and written content for Aperture's main website, and blog.

What You Can Expect to Learn

- How a non-profit institution works
- The ins and outs of the book-publishing world
- Planning and execution of comprehensive digital marketing strategies
- The building of a coherent online brand presence through social media
- Photography and video production for web
- Content management on a Wordpress and Magento-based website

Departmental Duties

- Assist in updating the Aperture website, blog, and other online platforms with multimedia, editorial, and visual content as assigned
- Spearhead photo/video/audio documentation of various events held at Aperture Gallery (receptions, book signings, lectures, workshops, panel discussions)
- Edit, archive, and publish audio/video content to Aperture website as assigned
- Produce written content for the Aperture blog and app as assigned
- Edit and process digital images for web use
- Build and manage the Digital Media Department's Google Alerts account; update regularly with key terms; monitor daily
- Translate alerts and various press links into proposals for social media content
- Assist in planning and execution of comprehensive social media plans for blog content, events, programs, and product promotions
- Analyze and report on social media activity data; strategize ways to increase audience and engagement; participate in online discussions and moderate comments
- Attend various department meetings, as needed

General Work Scholar Responsibilities

- Further develop knowledge of photography as well as Aperture's mission, publications, exhibitions, and programs
- Participate in workshops and training sessions
- Assist with front of house engagement and lead informational tours
- Complete pre-, mid-, and post-term evaluations
- Assist with mailings
- Setup and breakdown for on- and off-site events
- Assist at the Aperture Foundation Benefit (Fall term) and Spring Party (Spring term)
- Participate in jurying the Aperture Portfolio Prize (Fall term)
- Work occasional Saturdays, extended hours, and events (paid hours)
- Kitchen duty (fridge and dishes)

Requirements

Strong writing and photo editing skills, creativity, attention to detail, and self-motivation will enhance a candidate's application, as well an awareness of current trends in photography and video production. A strong working knowledge of Adobe Photoshop, Final Cut Pro X, and content management systems is required.

Aperture Foundation is a 501(c)(3) not-for-profit multiplatform photography publisher, and center for the photo community.

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