

Department Overview

The Publicity and Events Department's goal is to achieve maximum awareness of Aperture's core programs: books, *Aperture* magazine, educational events, and exhibitions. This is done through media outreach, artist lectures and book signings, website promotions, and educational programming. The Publicity and Events Department works with all the departments at Aperture to ensure maximum success with its outreach.

What You Can Expect to Learn

- The importance of publicity and marketing
- The development of a strategic promotional strategy
- How to maintain relationships with the press
- How to organize and promote events

Departmental Duties

- Prepare and send press materials to outlets (books, images, press releases, etc.)
- Research new media outlets for publicity outreach
- Manage and expand Aperture's press database
- Maintain accurate records of all external communications
- Create publicity reports and press clippings for external partners and internal staff
- Coordinate and create weekly newsletter
- Write promotional copy and update website event calendar
- Assist in events at Aperture Gallery (opening receptions, panel discussions, book signings, lectures, etc.)

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

Advanced knowledge of Microsoft Word, PowerPoint, and Excel; some experience with Adobe Photoshop, InDesign, and Dreamweaver, plus database programs and e-mail marketing software; excellent communication, writing, and organizational skills; and a genuine passion for photography and the arts.

Suggestions

You may feel as if you are being pulled in many different directions working for Publicity and Events. Remember that this is a learning experience, and that you will leave here with that much more knowledge of how publicity and events operate within the context of a non-profit. Don't be afraid to ask questions. As a work scholar, you are expected to grow from this experience, which can only be furthered by your willingness to discover things you don't already know.