

Department Overview

This department manages the business side of publishing the magazine, including distribution, marketing, and advertising.

What You Can Expect to Learn

- The ins and outs of how a small circulation magazine operates
- How to develop a marketing plan
- How to track and analyze sales data
- How print and digital advertising works within the magazine industry
- How the business and creative teams collaborate

Departmental Duties

- Assist with brainstorming, researching, and outreach for various promotional projects
- Research marketing and advertising opportunities
- Manage Aperture's digital ad-serving platform
- Create presentations for internal and external use
- Attend occasional trade shows and art fairs
- Data analysis and maintain monthly sales report
- Update digital assets for each new issue prior to launch
- Metadata keywording for digital editions
- Maintain advertiser database
- Assist with customer-service requests
- Organize mailings to current and potential advertisers
- Track and organize magazine inventory

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

Requirements include proficiency in Microsoft Office, strong phone and people skills, an ability to multitask and take initiative, and an interest in the business side of publishing.