

### 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
- 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 and Spring Party
- Participate in jurying the Aperture Portfolio Prize (Spring term)
- Work occasional 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.