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 and editorial outreach, artist lectures and book signings, and social and website promotions. 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 pitch, communicate, and 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.)
- Pitch new titles, exhibitions, and events to media outlets
- Research new media outlets for publicity outreach
- Manage and expand Aperture’s press database
- Maintain accurate records of all external communications and coverage
- Help to create and update press clippings for external partners and internal staff
- Coordinate and create weekly newsletter
- Write promotional copy and update website event calendar
- Assist at Aperture events (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
- 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
Excellent organizational and communication skills, Advanced knowledge of Microsoft Word and Excel; some experience with Adobe Photoshop and InDesign, plus database programs and e-mail marketing software (Mailchimp, Highrise, etc); excellent communication, writing, and organizational skills; and a genuine passion for photography and the arts.