

Aperture Work Scholar Program Position Description Book Publishing & Communications

Department Overview

The Editorial Department is split between *Aperture* magazine and the book program. We publish *Aperture* magazine, *The PhotoBook Review*, and approximately twenty books per year, including major monographs, catalogues to accompany exhibitions, limited-edition publications, and books by emerging photographers. The Editorial Department is responsible for collaborating with photographers, writers, designers, and other institutions to publish photography and writing about photography. Each editor works with these collaborators on the sequence, content, and design, and helps shape a book, magazine, e-book, or newspaper into an autonomous object.

The Editorial Department works with all the departments at Aperture to help fundraise for, finance, design, produce, promote, distribute, and market our publications. This includes working with the Sales/Marketing Department to gather promotional materials, reviewing production budgets with the Finance Department, or working with the Design Department on the presentation of images and essays in layouts and book jackets.

The Communication 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

Interns have the opportunity to be immersed in a handful of publications and understand how a not-for-profit publisher operates. Our goal is for you to learn how a book is made from the inception process to the final production to the publicity and marketing plans. Along the way, it is our hope that this opportunity sharpens your attention to detail and professional communication skills—both experiences that will serve you in whatever field you choose to pursue.

This program is designed so that each intern works with a senior staff member one-on-one. In the beginning of each term, the department welcomes the interns and discusses the structure and organization while also asking for specific tasks that each intern wishes to refine. Midway through the session, staff and interns meet again to review the past months' projects and discuss the overall program, examine ways to improve, and provide feedback. There is also an exit meeting in which interns are invited to share what they learned and evaluate the program overall.

Departmental Duties

In this position, you will work directly with the Associate Publisher, Managing Editor, and Communications Director to support the editorial department as a whole. You can expect to learn about the business and management side of publishing and what it means to be an art publisher today. This position exists at the intersection of many facets of the publishing process—editorial, production, sales, marketing, and finance. You will also assist the Communications Director and learn the importance of publicity and marketing; how to develop a strategic promotional strategy; and how to pitch, communicate, and maintain relationships with the press.

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General administrative tasks:

- Sending check requests
- Mailing complimentary copies
- Assisting in departmental meetings (acquisitions, budget signing, etc.)
- Maintaining departmental filing systems
- 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
- Assist at Aperture events (panel discussions, book signings, lectures, etc.)
- Help to create and update press clippings for external partners and internal staff
- Maintain accurate records of all external communications and coverage

Project-specific tasks:

- Creating seasonal sales materials
- Arranging list materials for distributors
- Assisting in coedition and licensing projects
- When applicable, assisting in book project management
- Pitch new titles, exhibitions, and events to media outlets
- Write promotional copy and update website event calendar
- Create media alerts to send to press

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 (Spring term) and Fall Party (Fall term)
- Participate in jurying the Aperture Portfolio Prize (Spring term)
- Work occasional events and extended hours (paid hours)
- Shared kitchen duty (fridge and dishes)

Requirements

A working grasp of the photographic field, excellent grammar and strong communication skills, the ability to multitask and take initiative, a high level of attention to detail and organization, and prior editorial experience will enhance a candidate's application. Experience using Adobe Photoshop and InDesign, handling physical artwork and digital files, and some knowledge of HTML preferred. Advanced knowledge of Microsoft Word and Excel; some experience with database programs and e-mail marketing software (Mailchimp, Highrise, etc). Because of the nature of this position, applicants should have a strong command of the English language.

Suggestions

We are open to new ideas, and also, let us know if there are projects that you wish to initiate—we are always open to discussions and your contributions!