Department Overview
The main goal of Aperture’s Digital Media Department is to collaborate with Aperture staff to enhance the foundation’s online presence, primarily by translating content from within the foundation to our digital platforms, including the Aperture website, online editorial contact, social media, and video platforms. The department is responsible for ensuring the social media promotion of books, prints, events, exhibitions, and web exclusives.

What You Can Expect to Learn
- How a non-profit institution works
- The ins and outs of the book-publishing world
- Planning and execution of comprehensive digital marketing strategies
- The building of a coherent online brand presence through social media
- Content management on a Wordpress and WooCommerce-based website

Departmental Duties
- Assist in creating a system to review, organize, and tag online editorial content to support an enhanced tagging/search experience
- Assist in drafting, scheduling, and monitoring social media posts
- Assist in updating the Aperture website, and other online platforms with video, editorial, and visual content as assigned
- Produce written content for the Aperture blog as assigned
- Edit and process digital images for web use
- Translate alerts and various press links into proposals for social media content
- Assist in planning and execution of comprehensive social media plans for editorial content, events, programs, and product promotions
- Analyze and report on social media activity data; strategize ways to increase audience and engagement; participate in online discussions and moderate comments
- Attend various department meetings, as needed

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, as needed
- Assist at the Aperture Foundation Benefit (Fall term) and Spring Party (Spring term)
- Participate in jurying the Aperture Portfolio Prize (Spring term)
- Work occasional events (paid hours)

Requirements
Strong writing and photo editing skills, creativity, attention to detail, and self-motivation will enhance a candidate’s application, as well an awareness of current trends in photography and video production. A strong working knowledge of Adobe Photoshop, Final Cut Pro X, Adobe Premiere, and content management systems is a plus.