



380 Columbus Avenue
New York, New York

JOB OPENING

Title: Social Media Coordinator
Reports to: Director of Communications
Status: Full-time, non-exempt
Date: October 23, 2026

POSITION SUMMARY

Aperture seeks a Social Media Coordinator to support Aperture's communications and audience engagement through digital storytelling and social media. The ideal candidate will be a highly organized, creative, and collaborative individual who is comfortable engaging audiences online and documenting events on site. The position requires excellent communication skills with strong attention to detail, sound judgment, and an understanding of social media platforms and digital culture. The ideal candidate enjoys working across departments, can manage multiple projects and deadlines, and is comfortable developing photo, video, and written content. An interest in photography, publishing, arts and culture, and Aperture's mission is strongly preferred.

ABOUT APERTURE

Aperture is a nonprofit publisher that leads conversations around photography worldwide. From our new home at 380 Columbus Avenue in New York, Aperture connects global audiences and supports artists through its acclaimed quarterly magazine, books, exhibitions, digital platforms, public programs, limited-edition prints, and awards. Established in 1952 to advance "creative thinking, significantly expressed in words and photographs," Aperture champions photography's vital role in nurturing curiosity and encouraging a more just, tolerant society.

KEY RESPONSIBILITIES

- Create, schedule, and manage content across Aperture's social media channels, working closely with the Director of Communications and colleagues across the organization.
- Conceptualize and create photo, video, and other multimedia content optimized for social media.
- Develop and execute social media plans supporting communications strategies for Aperture publications, programs, exhibitions, events, partnerships, and other organizational initiatives.
- Build online engagement through conversations, audience participation, and thoughtful interaction with Aperture's digital community.
- Engage global Aperture's community of artists, authors, contributors, institutions, and other partners to amplify publications, programs, exhibitions, and events.
- Cover Aperture events and programming on social media, including capturing and posting timely photo and video content, and writing strong copy.
- Create, manage, and monitor paid social media campaigns in coordination with the Director of Communications.
- Track and report on social media performance and engagement, in concert with Digital Manager and Managing Editor, Digital, identifying trends and opportunities to strengthen Aperture's social media presence and organizational goals for digital growth.

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- Stay informed of changes in social media platforms, algorithms, and best practices, and recommend adjustments to maintain visibility and engagement.
- Monitor Aperture's social media channels as needed outside regular business hours, including evenings, weekends, and holidays.
- Document programs and events through photography and video for use across Aperture's communications and social media channels.
- Support Communications team in the execution of public programs and events at Aperture's 380 Columbus Avenue space and occasionally offsite.

QUALIFICATIONS

- 1-2 years of relevant professional experience in social media, communications, events, marketing, arts administration, or a related field.
- Excellent written and verbal communication skills, strong interpersonal skills, and attention to accuracy, tone, and detail.
- Demonstrated ability to write captivating copy for social media.
- Demonstrated experience creating and managing social media content, with an understanding of audience engagement, platform best practices, and emerging trends.
- Ability to create, shoot, and edit short-form video across social media channels.
- Knowledge of Adobe Suite and video editing software or apps.
- Strong organizational and project-management skills, with the ability to manage multiple projects, deadlines, and event details.
- Sound judgment, resourcefulness, and a collaborative approach to working across departments and with a range of internal and external stakeholders.

SCHEDULE AND WORK REQUIREMENTS

- This is a full-time position based at Aperture's 380 Columbus Avenue location in New York City.
- Evening and occasional weekend work will be required to document and support events, programming, and related social media coverage.
- The position requires an on-site presence appropriate to Aperture's event and communications schedule.

TO APPLY

Using the link below, please send a resume and thoughtful cover letter in one PDF attachment and describe how your skills and experience meet the qualifications.

[Social Media Coordinator Application Form](#)

Applications are due by **November 20, 2026**. NO CALLS, PLEASE. Only applicants who meet our requirements for this position will be contacted. If you have any questions, please contact HR@Aperture.org.



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COMPENSATION AND BENEFITS

Aperture will be offering a salary of \$50,000 – \$55,000, depending on experience, along with excellent medical, dental, life, disability, and retirement plan coverage. Our staff also has generous vacation, sick leave, and personal days, access to a variety of cultural institutions, and a creative, professional, and collegial work environment.

Aperture seeks to build a diverse and inclusive workforce and welcomes all applications, regardless of gender, race, sexual orientation, cultural background, disability, age, or religion. Diversity, equity, and inclusion are at the heart of our strategic thinking, and reflected in the selection of artists and writers that we publish, the engagement programs we present, and our ongoing work to diversify our staff and board.