The Wisconsin Union Directorate Alternative Breaks Committee is built on the principle of service-learning. Students embark on life-changing experiences of teamwork, high-impact education, and powerful volunteerism throughout the United States on our student planned trips. The purpose of the Alternative Breaks Committee is to create events and trips centered around issues that students are interested in spreading awareness about. Through participation in the committee, students develop professional skills, explore relevant social and environmental issues, learn project management and network on and off campus. This position works with the Director of AB, two other Associate Directors, and the AB Advisor.

The AD for Marketing & Events focuses on recruitment and outreach for the committee. This position is responsible for planning events to widen the reach of Alternative Breaks along with developing marketing and promotional tools for all aspects of the program. Strong applicants will show robust logistical, communication, and marketing skills. No previous experience with Alternative Breaks is necessary to fill this position. No graphic design experience is needed as well.

**Marketing & Events Duties**
- Implement marketing and branding efforts for committee, trips and outreach events
- Organize volunteer events on campus for committee (3-4 per semester)
- Work with WUD Marketing Department and WUD VP External Relations to promote all aspects of AB programming
- Foster relationships between AB and other organizations on campus and in the greater Madison community through collaborative events
- Design marketing and promotional materials for trips, events, and committee
- Manage all AB social media pages for the committee and trip participants
- Develop outreach techniques to recruit new committee members
- Assist with application and selection process for trip participants

**General Duties**
- Anticipated time commitment of 10 hours per week during academic year, including meetings
- Attend weekly Alt Breaks Committee meetings (Tuesday 6p-7p) and weekly AD Meetings (TBD upon selection of leadership team); meet with Alt Breaks Advisor twice per semester.
- Attend Wisconsin Union Directorate (WUD) trainings, including Fall AD Training on Aug 30
- Promote DLS at Sunburst Festival (Sep 1), Sunset Slam (Sep 2), the student org fairs (Fall-Sep 12 & 13, Spring-TBD), and other recruitment opportunities
- Work with AB team to establish goals and procedures for programming as well as develop. Communicate, and hold committee to vision and mission of programs
- Work with AB team to create and facilitate trips and events, educating the committee on responsible program planning, promotion, and implementation
- Foster a comfortable, friendly, and open environment within the committee, where all members are able to share and discuss their thoughts and disagree in a civil manner
- Assist in running AB committee meetings, organizing programs, and other committee functions

**Position Term***
May 1, 2018 – April 30, 2019
*Involvement from May 1 – August 1 can be optional

**Remuneration**
$30/month on WisCard (8 months)