WUD Distinguished Lecture Series Associate Director Positions

The Distinguished Lecture Series Committee (DLS) is dedicated to broadening the educational experience of UW-Madison students and community. By inviting influential people to campus, the student-run committee manages every aspect of bringing those speakers from booking to marketing, while also promoting leadership among all of its members. The committee encourages students and the community to participate with active and diverse dialogue by providing supplemental educational programming. The Associate Director (AD) positions work in partnership with the DLS Director, Advisor, and the other ADs.

General Duties of All Associate Directors

- Anticipated time commitment of 10 hours per week during academic year, including meetings
- Attend weekly DLS Committee meetings (TBD) and weekly AD Meetings (TBD upon selection of leadership team); meet with DLS Advisor twice per semester
- Attend Directorate trainings, including Fall Associate Director Trainings on Aug 29
- Promote DLS at Sunburst Festival (Sep 1), Sunset Slam (Sep 2 & 3), the student org fairs (Fall-Sep 11 & 12, Spring-TBD), and other recruitment opportunities
- Work with DLS team to establish goals and procedures for programming as well as develop, communicate, and hold committee to vision and mission of programs
- Work with DLS Leadership team to create and facilitate 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 DLS committee meetings, organizing main-series lectures, and other committee functions

Position Term*
May 1, 2019 – April 30, 2020
*Involvement from May 1 – August 1 can be optional

Remuneration
$30/month on WisCard (8 months)

Assoc. Dir. for Logistics and Member Development
The Logistics & Member Development position focuses on committee member development and retention. This position directly works with committee members serving as lecture leads, who will research the speaker and develop supplementary activities related to the main lecture.

Logistics & Member Development Duties

- Facilitate committee member involvement through overseeing lecture leads
- Make strategies and set goals for committee membership retention
- Ensure spaces are reserved for DLS events, including meeting room reservations, hotel reservations, etc.
- Coordinate with the McBurney Center to ensure lectures are accessible to the deaf and hard of hearing
- Build a sense of community within DLS, working to directly involve the general members in planning of committee programs, and attempt to develop a sustained and growing committee membership
**Assoc. Dir. for Marketing & Outreach**
The Marketing & Outreach position oversees and executes all related marketing materials for the committee and its events.

**Marketing Duties**
- Oversee marketing and branding for the committee and all DLS sponsored events to ensure DLS is adequately promoting all programs. Work with the Wisconsin Union’s Marketing Department and the Vice President of External Relations to promote each lecture and the series as a whole
- Create publicity material for DLS events. This can be done with the assistance of the Wisconsin Union Marketing Department
- Ensure posters, flyers, and other physical promotional materials for DLS are made and distributed
- Manage and update the DLS webpage and social media accounts, including Facebook, Twitter, and Instagram, and use those platforms to publicize DLS events
- Recruit DLS Committee members to a subcommittee to aid in marketing efforts

**Assoc. Dir. for Spotlight Programs**
The AD of Spotlight Programs plans DLS’s Spotlight Series and maintains communication with presenters and any collaborators.

**Spotlight Programs Duties**
- Organize an ongoing series of speakers to be programmed during the academic year with input from the DLS Committee
- Work with DLS director and advisor to become familiar with contracts, booking, budgeting, and general DLS operations
- Submit offers, negotiate with agents, and edit contracts for Spotlight Programs
- Oversee an ongoing process for collecting and maintaining speaker nominations during the academic year. This can include, but is not limited to, soliciting nominations at DLS events
- Recruit DLS Committee members to a subcommittee to aid in the Spotlight series