2018-19 Associate Director of Marketing

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 to coordinating logistics day of the event, 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. This position works in partnership with the Director of DLS, two other Associate Directors, and the DLS advisor.

The AD of Marketing oversees and executes all related marketing materials for the committee and its events, and organizes DLS’s podcast, Spark. Spark aims to increase and diversify DLS’s content by making the faculty and instructors at UW-Madison accessible to majors, non-majors, and the public alike.

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
- Ensure posters, flyers, and other physical promotional materials for DLS are made and distributed
- Manage the DLS social media accounts, including Facebook, Twitter, and Instagram, and use those platforms to publicize DLS events
- Manage and update the DLS’s page on the Wisconsin Union website, including adding DLS events to the Union’s calendar
- Recruit DLS Committee members to a subcommittee to aid in marketing efforts
- Publicize and manage the podcast Spark and recruit committee members to participate in it

General Duties
- Anticipated time commitment of 10 hours per week during academic year, including meetings
- Attend weekly DLS Committee meetings (Monday 6p-7p) and weekly AD Meetings (TBD upon selection of leadership team); meet with DLS Advisor twice per semester
- Attend Directorate trainings, including Fall Associate Director 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 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 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, 2018 – April 30, 2019
*Involvement from May 1 – August 1 can be optional

Remuneration
$30/month on WisCard (8 months)