**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 and outreach 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.
- Ensure posters, flyers, and other physical promotional materials for DLS are made in collaboration with Union marketing and distributed.
- Manage the DLS social media accounts, including Facebook, Twitter, and Instagram, and use those platforms to publicize DLS events.
- Conduct departmental and campus outreach efforts to make people aware of and to attend lectures.

**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); meet with DLS Advisor twice per semester.
- 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**
As soon as possible – April 30, 2019

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

**To apply:**
Send your resume and application detailing answers to the following questions to Gretchen Trast at dls@union.wisc.edu.

- What experiences have you had with marketing, outreach, and/or public relations?
- In what ways are you involved on campus?
- What interests you about this position?