# GAMES ASSOCIATE DIRECTOR

**Marketing**  
**Wisconsin Union Directorate**

<table>
<thead>
<tr>
<th>Accountability: Union Council</th>
<th>Report To: WUD Games Director</th>
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</thead>
<tbody>
<tr>
<td>Commitment: Average 8-12 hours weekly</td>
<td>Term of Office: May 2020 – May 2021</td>
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<tr>
<td>Monetary Compensation: $30/month Wiscard stipend</td>
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**General Description:** The WUD Games committee is dedicated to the concept of learning new things, making emotional connections and crafting a community through gaming within the University of Wisconsin campus community. The committee also serves as a learning experience for its members regarding the gaming industry, as well as allowing for standard leadership and growth opportunities. The Games committee plans on implementing a games series, to be repeated every week including campus wide game sessions and community events, as well as special events such as monthly game tournaments, board game nights, trivia competitions, and other one-off events.

**Associate Director Duties:**

1. Collect and arrange weekly info regarding Games and utilize this for marketing purposes including (but not limited to): Facebook Events, flyering, social media posts, Union website, class/RSO emails, etc.

2. Attend **mandatory** weekly Games Committee Leadership Team and Games Committee meetings and hold general office hours.

3. Facilitate and oversee a Marketing subcommittee to increase engagement.

4. Involve committee members in marketing decisions through training of publicity techniques, sharing resources, and delegating tasks. Associate Directors must ensure continued active involvement of committee members in all aspects of program planning and execution to ensure future support for WUD Games.

5. Develop, with the advisor and director, a set of marketing goals for the upcoming year.

6. Send out weekly updates to our email list including information on when and where our events will be taking place.

7. Regularly check the Union website entries made by the programmers and edit if any errors are found.

8. Collaborate with fellow Associate Directors to coordinate events to promote games and create engaging atmospheres for audiences.

9. Contribute to the design and marketing of our materials, including but not limited to: Trifold, flyers, email format, Facebook covers.

10. Update and improve binder of detailed program information and training materials for next year's associate director.

11. Actively participate in planning and promoting WUD Games and WUD-wide events beyond individual series responsibilities.

12. Make a commitment to regular WUD Games Committee events, such as the gaming nights and other WUD Games hosted events.

13. Communication: Discuss any issues or ideas with the Director or Advisor.

14. As an Associate Director, you are encouraged to coordinate with the WUD Games Director to plan nontraditional social events for committee members.

15. Creating an open space that does not allow for gatekeeping and encourage those to play regardless of experience or previous knowledge.

**Additional Responsibilities of an Associate Director:**

1. Games Committee Director may exercise option to create a more detailed list of responsibilities for Associate Directors, if deemed necessary.

2. Maintain regular communication among Director, other Associate Directors, Coordinators, Advisor and committee members regarding your areas of responsibility.

3. Have a willing attitude to go above and beyond general duties assigned to Associate Directors when necessary.

4. Maintain a positive attitude toward larger Wisconsin Union Directorate and Wisconsin Union issues and policies.

5. Have fun! MANDATED!
## GAMES ASSOCIATE DIRECTOR

**Events**  
Wisconsin Union Directorate

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### General Description:
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### Associate Director Duties:

1. Collect information on what is needed to host events such as: Game tournaments, Board Game/Puzzle Nights, Gaming community events, and unlisted Special events
2. Attend mandatory weekly Games Committee Leadership Team and Games Committee meetings and hold general office hours.
3. Facilitate and oversee an event planning subcommittee in order to allow contributions from the committee in the event planning process, to allow for active involvement and future support of WUD Games.
4. Creating an open space that does not allow for gatekeeping and encourage those to play regardless of experience or previous knowledge.
5. Pay attention to fluctuating budgets and help in planning for the best time to purchase supplies for upcoming planned events.
6. Develop, with the advisor and director, a set of event planning goals for the upcoming year.
7. Assist the Marketing Associate Director in the marketing of events by helping with the creation of Facebook events, as well as design materials.
8. Collaborate with fellow Associate Directors to coordinate events to promote games and create engaging atmospheres for audiences.
9. Update and improve binder of detailed program information and training materials for next year’s associate director.
10. Actively participate in planning and promoting WUD Games and WUD-wide events beyond individual series responsibilities.
11. Make a commitment to regular WUD Games Committee events, such as the gaming nights and other WUD Games hosted events, being a present presence and helping to usher new committee members into being part of the process of managing these event spaces.
12. Communication: Discuss any issues or ideas with the Director or Advisor
13. As an Associate Director, you are encouraged to coordinate with the WUD Games Director to plan nontraditional social events for committee members.

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