What is WUD Music?
WUD Music is the student run programming committee for the Wisconsin Union. We book over 200 free concerts every year for four venues at UW: the Terrace, der Rathskeller, the Sett, and the Play Circle. Everything is done by students, from talking to agents and discussing prices to running day-of-show logistics. With a long history of booking outstanding artists, (Chance the Rapper, Vampire Weekend, Bon Iver, Diplo to name a few,) WUD Music has a running reputation of bringing the best of the best in up-and-coming artists to the UW community.

What is an Associate Director?
More commonly called “ADs,” these people make up the team of students who lead WUD Music and make sure our shows are well attended, run efficiently, and are spaces where everyone can have fun. ADs work directly with Jack, the WUD Music Director and Courtney, the WUD Music Advisor. Being an AD is a perfect way to gain more hands-on, real world experience in the music industry. Each member of the AD team will split “on call” nights during the year. All ADs are expected to know how to run a concert; but don’t fret, we will train you if you don’t know how!

ADs are given a monthly $30 Wiscard stipend as a thank you for their work, along with a 30% discount at all Wisconsin Union eateries and Badger Markets - perfect for covering those coffee costs!

But What About the Pandemic?
Things will be different this upcoming academic year. Due to the uncertainty associated with COVID-19, we are incrementally building our AD team starting with two positions. Social media remains a constant in this quarantine environment, so we chose positions that work closest with our online presence. While we’re still writing the script to what
next year will look like, we are anticipating a return to in-person programming this Fall. We will keep you updated as information is released. Fingers crossed for good news!

This year’s AD positions are:

**Marketing AD (1)**

What you will do:

- Maintain and build our presence on social media, including Facebook, Twitter, Instagram, TikTok, and Spotify.
- Oversee our digital outreach strategy, helping to build WUD Music’s brand across the world wide web.
- Gather all marketing info needed from students who are booking shows
- Coordinate marketing efforts at student tabling events (student org fairs, resource fairs, etc.)
- Lead marketing subcommittee meetings.
- Organize and oversee design and orders of merchandise for WUD Music. This includes committee merch, promotional merch, and whatever else you think you can slap our logo on and hand out.
- Organize flyers to go out on the flyer route and potentially creating new flyer routes as needed.
- Approve proper branding with collaboration partners.
- Update the Wisconsin Union calendar with confirmed shows to corroborate with Union Marketing.
- Send out the WUD Music Weekly newsletter as needed.
- Track metrics to estimate show attendance

Who you are:

You, the Marketing AD, have an eye for branding and a desire to craft a consistent voice across WUD Music social media channels. You are motivated to promote our unique, diverse, and *fun* programming through our socials.

Get creative! You know how to engage students in the marketing process. You follow up with bookers and make sure they give you the promo materials for their show! You’re someone who gets stuff done. You can keep a calendar, set a schedule and stick to it, because there’s lots to post.
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This year’s AD positions are:

**Graphic Design AD**

What you will do:
- Create posts, social graphics, and posters for upcoming shows and events.
- Tailor-make graphics, designs, and layouts for our social media accounts.
- Work closely with Marketing AD to maintain and build WUD Music’s online branding. You’ll design merch with them too.
- Design a lineup poster for each semester.
- Work with artists and bookers to get show-specific graphics approved.

Who you are:
You, the Graphic Design AD is someone who can graphically design! You are fluent in image editing software and can create informative, creative, and stylish designs that promote our events. You are familiar with the design limitations and affordances of specific social media channels, specifically Instagram. You are okay with making a few edits and taking critiques.