2019-2020 Associate Director Positions

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 to best of the best in up-and-coming artists to the UW community.

What is an Associate Director?
More commonly called “ADs”, these people are the crack team of students who help lead WUD Music and make sure are shows are well attended, run efficiently, and are places where everyone can have fun. ADs work directly with the WUD Music Director Brennan and Advisor Courtney. Being an AD is a perfect way to gain more hands-on, real world experience. Each member of the AD team will split “on call” nights during WUD Music shows. All ADs are expected to know how to run a concert (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, as well as 30% discount at all Wisconsin Union eateries and Badger Markets (perfect for covering your coffee costs).

This year’s AD positions are:

Promotions AD (1)
What you will do:
● Coordinate marketing efforts at student tabling events (student org fairs, resource fairs, etc.)
● Organize and oversee design and ordering of merchandise for WUD Music. This includes committee merch, merch to give out as promotion, and whatever else you think you can slap our logo on and hand out.
● Send press releases to local media outlets to let them know what we are up to
● Organize flyers to go out on the flyer route and potentially creating new flyer routes
● Co-chair the marketing subcommittee meetings
● Enforce proper branding with collaboration partners in collaboration with Outreach AD

Who you are:
Promotions AD is someone is has an eye for branding and knows how to promote WUD Music as a whole without being corny and shoving it down people’s throats. You can keep a calendar, set a schedule and stick to it, and know how to engage students to help make sure their shows kick ass.

**Digital Marketing AD (1)**

What you will do:
● Oversee our digital outreach strategy, helping to cover all of our bases on the world wide web
● Maintain our presence on social media, including but not limited to Facebook, Twitter, Instagram, and Spotify. Maybe TikTok too.
● Update the Wisconsin Union calendar with confirmed shows to make sure Union Marketing knows what we are doing
● Co-chair marketing subcommittee
● Send out the WUD Music Weekly newsletter
● Get all of the marketing info you need from students who are booking their shows
● Work with Promotions AD to track metrics to estimate show attendance

Who you are:
Digital Marketing AD is someone who is **logged-on**. You are familiar with social media trends and can craft a loveable voice on social media without being too formal. You are good about following up with people to make sure they give you the promo stuff you need and you know how to delegate to get everything going well.

**Internal AD (1)**
What you will do:

- Coordinate beginning of semester training events for new members to become familiar with what we do
- Keep tabs on new members who join late and need training
- Oversee the “WUD Buddies” system at the beginning of each semester
- Make sure we have resources available in our shared Drive (example day-of-show lists, how to email agents, etc.)
- Organize socials for members
- Reward students who do cool shit!
- Maintain minutes during our weekly committee meetings
- Track attendance for our concerts and meetings
- Keep track of our confirmed show spreadsheet
- Track our avails on the Google Calendar
- Work with Internal AD to create an incentive program for outstanding members

Who you are:
Intern AD is someone who is a warm and approachable person and great at tracking things. New students see you as a friend and resource to help with the learning curve of WUD Music. You are good at being the first person to reach out and sit next to someone new and want to make sure WUD Music is a welcome and inclusive environment. Excel spreadsheets are also your friends and you are good at bugging the venue ADs and students who run shows to give you the numbers you need. You love looking at trends and are able to make sure we actually record all the great things we do.

Outreach AD (1)

What you will do:

- Head outreach efforts for collaborations with other WUD committees and student orgs
- Field questions by student organizations about collabs
- Maintain efforts to keep connections to our campus partners (WSUM, MIMS, etc.)
- Expand our ideas of programing outside of concerts
- Create collaboration materials to send out to different organizations

Who you are:
Outreach AD is constantly thinking of creative ways we can expand our programming with the help of other people on campus. Want to bring in an ethnomusicologist to present on diversity in the music industry? Want to host a panel with professional booking agents to learn more about their job? The sky’s the limit. You also know how to work the beast that is Outlook and know the difference between CC and BCC.

**Behind the Beat (BTB) AD**

What you will do:
- Oversee the Behind the Beat weekly jazz series in der Rathskeller
- Lead a subcommittee of members in charge of coordinating bands for the Jazz series
- Organize members to run shows
- Maintain the BTB budget
- Work with Promotions AD to promote the series

Who you are:
Ya like jazz? BTB AD is someone who does and can lead a team to put together one of our longest standing series. You can delegate, coordinate, and engage with students to help them run these awesome shows.

**Venue ADs (The Sett, der Rathskeller) (2)**

What you will do:
- Oversee the programming of your respective venue
- Ensure everything is ready for each weekend, including parking passes, checks, marketing materials, etc.
- Coordinate with the student running the show that weekend to make sure everything is set
- Keep track of attendance numbers to report to Internal AD
- Know who is on call for shows and be able to provide resources for who ever steps in.
- Fill programming gaps for empty dates in the calendar (in case of emergency).

Who you are:
Venue ADs are great at knowing everything it takes to put on a show at their respective venues. You love checking off boxes and ensuring communication is crystal clear between everyone running a show. You can coordinate volunteers and make sure people are excited and not scared about their shows.
Graphic Design AD

What you will do:
- Create posts and social graphics for upcoming shows and events
- Work with Promotion AD to design merch
- Design a lineup poster for each semester
- Work with artists and the people booking shows to get graphics approved

Who you are:
Graphic Design AD is someone who can graphically design! You can give people all the info they need to get to our shows and follow us online while still looking great. You are okay with making a few edits and can take critiques while still having the freedom to experiment with new styles.