Associate Director of Marketing & Digital Collaborations

The WUD Publications Committee celebrates media and the creative work of students in several ways. We produce six publications: Moda, Emmie, Souvenirs, The Dish, Illumination, and Sifting & Winnowing, each of which publishes two print issues p/year in addition to their online magazines, which are updated weekly. The committee hosts a wide variety of engaging events each year, with the ultimate goal of enhancing students’ and other community members' experience on campus. Each year’s calendar includes poetry and book readings, art exhibits, workshops, speakers, and themed balls. Traditional programs include a themed, dance-party (such as Harry Potter’s Yule Ball or The Totally 80’s Party) during fall and Lit Fest (a week-long literary festival) in the spring. In short, Publications provides the UW-Madison community with an opportunity to learn the many facets of working in the media industry (writing, editing, photographing, videographing, radio hosting, managing, critiquing, layout, web developing, marketing/advertising, and finances).

Descriptions of the Publications:

- Moda: Fashion and lifestyle magazine. Moda covers fashion and lifestyle locally, nationally, and internationally in addition to coordinating UW Fashion Week every spring.
- Emmie: Music magazine. Emmie reviews new albums and shows, as well as interviews talented artists at a local and national level. Additionally, Emmie runs a weekly radio show with WSUM.
- Souvenirs: Travel magazine. Souvenirs accepts submissions of prose, poetry, and photography from students who have lived or traveled abroad. The staff reviews and publishes the collection of works, in addition to hosting a yearly art gallery with photography submissions.
- The Dish: Food and dining culture magazine. The Dish strives to produce in-depth content such as recipes, restaurant reviews and food safety articles inspired by Madison’s incredible food culture.
- Illumination: UW-Madison’s premiere litmag. Illumination features the best in undergraduate poetry, stories, essays, and art pieces. The staff reviews, edits and publishes submissions from across campus in addition to hosting an art gallery every
semester, and several pop up poetry events. Illumination has been awarded the Associated College Press’ Pacemaker Award three years in a row, cementing itself as one of the best student-led publications at a national level.

- Sifting and Winnowing: The Undergraduate Journal of Political Science, Public Policy and Law. In addition to reviewing, editing and publishing the leading social science research on campus, Sifting & Winnowing organizes a yearly Public Policy Conference, gathering the leading students and faculty at a national level to discuss political developments.

Reports to: WUD Publications Committee Director
Time Commitment: Around 8 hours/week, effective immediately.

**Requirements: Experience in the Adobe Suite is required.**

The AD of Marketing advertises the Publications Committee’s events, supervises marketing strategies of individual publications, and maintains a cohesive image of the committee and each of the publications.

**Specific Duties:**

- Work closely with the Creative Operations AD to coordinate distribution of publications and ensure maximum visibility for publications’ publicity materials.
- Work closely with Union Marketing to provide each publication’s marketing representatives with additional training, workshops and educational opportunities.
- Assist EICs in the development of press kits and branding guides.
- Construct a marketing plan to both build PubCom’s cohesive image and to amplify the individuality of various magazines in PubCom.

**Additionally, all Associate Directors are expected to:**

- Maintain efficient communication with the PubCom Director and Advisor.
- Work together with the other ADs on larger organizational issues.
- Communicate with individuals in similar roles within each magazine (if the position is present).
- Attend all weekly PubCom Meetings.
- Assist with PubCom events.
- Attend some individual magazines’ meetings.
Associate Directors Remuneration:
$30/month on WisCard (8 months)
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**Requirements:** Advanced knowledge of Illustrator, InDesign and/or Photoshop is required.

The AD of Creative Ops ensures the quality of design of all the committee’s publications & advertising materials.

**Specific Duties:**
- Create instructional design documents.
- Update and maintain the Publications Committee website.
- Assist layout editors & designers during the layout creation process.
- Assist designers & marketing representatives in the creation of promotional materials.
- Ensure quality of design, efficacy of communication and consistent branding within publications.
- Train and supervise creative personnel, as well as offer design workshops and assure availability of specialized expertise such as studios, freelancers and professional designers to provide educational experiences.
- Be able to work well with assigned deadlines, as well as be able to set deadlines.

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