Position Descriptions

Applications are available at:
https://docs.google.com/forms/d/e/1FAIpQLSdFzYdtLiT4BmolYcfsa1vhljTecnSYiT50ve4LOAk4c93rQQ/viewform?pli=1

Publications’ Associate Directors

AY 2019-2020 (May 2019 – May 2020)
ALL POSITIONS ARE VOLUNTEER BASED

1. Associate Director of Communications & Digital Outreach

Reports to: WUD Publications Director
Time Commitment: Around 8 hours/week.

The AD of Communications maintains a cohesive image the committee and each of the publications.

Specific Duties:
- Coordinate marketing and outreach for major Publications Committee events.
- Manage Publications’ website and social media handles to promote activities and events.
- Work closely with the Marketing AD to coordinate distribution of publications and ensure maximum visibility for publications’ publicity materials.
- Write press releases for the WUD Office of Communications.
- Document events through the use of visual and textual evidence to compile an event archive.

Additionally, all Associate Directors are expected to:
- Maintain efficient communication with the PubCom Director and Advisor.
- Work together with 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.

2. Associate Director of Finance

Reports to: WUD Publications Director
Time Commitment: Around 8 hours/week, tentatively more during the beginning of the semester.
Preferred: Good knowledge of Excel and other Office tools.

ADs may receive a stipend of $30/month on their WisCard (8 months)
The AD of Finance administrates the Committee’s budget and finds alternate sources of revenue.

**Specific Duties:**
- Record all expenses.
- Advise the PubCom Director in budget decisions.
- Report on the budget and expenses at all Publications meetings.
- Pursue other forms of investments such as donors, businesses and organizations.
- Research and assist the Director/EIC’s in writing grant proposals and making financial decisions.
- Communicate with EIC’s to develop a budget for next year’s expenses fitted to each publication’s needs.

Additionally, all Associate Directors are expected to:
- Maintain efficient communication with the PubCom Director and Advisor.
- Work together with 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.

**3. Associate Director of Programming**
Reports to: WUD Publications Director
Time Commitment: Around 8 hours/ week, tentatively more during Spring semester.

The AD of Programming organizes PubCom events, such as Lit Fest and the Totally 80’s Party and assists individual publications in organizing individual events.

**Specific Duties:**
- Create a production schedule for the year’s major events.
- Assist EIC’s with planning events for individual publications.
- Lead event-planning efforts for LitFest, Totally 80’s Party and other PubCom programming.
- Work with other committees and student organizations to develop co-sponsored events.
- Find co-sponsors, donors and investors with an interest in funding or co-planning PubCom events.

Additionally, all Associate Directors are expected to:
- Maintain efficient communication with the PubCom Director and Advisor.
- Work together with 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.

**4. Associate Director of Creative Operations**
Reports to: WUD Publications Director
Time Commitment: Around 8 hours/week, tentatively more towards the middle of the semester.

**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 ADs may receive a stipend of $30/month on their WisCard (8 months)
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.

Additionally, all Associate Directors are expected to:
- Maintain efficient communication with the PubCom Director and Advisor.
- Work together with 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.

5. Associate Director of Marketing & Advertising
Reports to: WUD Publications Committee Director
Time Commitment: Around 8 hours/week, tentatively more.
Requirements: Experience in the Adobe Suite is required.

The AD of Marketing advertises the Publications Committee’s events and supervises marketing strategies of individual publications.

Specific Duties:
- Work closely with the Communications 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 EIC’s in the development of press kits and branding guides.
- Lead community outreach efforts to gain external funding from advertisement revenue.
- Be the liaison between magazines and individual businesses that choose them as partners.

Additionally, all Associate Directors are expected to:
- Maintain efficient communication with the PubCom Director and Advisor.
- Work together with 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.

ADs may receive a stipend of $30/month on their WisCard (8 months)
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Applications are available at:
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Publications’ Editors-in-Chief

AY 2019-2020 (May 2019 – May 2020)
ALL POSITIONS ARE VOLUNTEER BASED

Emmie
UW-Madison’s student-produced music magazine, covering local shows and artists, album releases and features such as opinion pieces, coverage of venues, record stores and music labels, as well as artist interviews. Emmie covers all genres of music, from Solange to One Direction, Kendrick Lamar to Slayer, Kacey Musgraves to opera (!) and everything in between.

Moda
UW-Madison’s first and only life and style publication. Moda brings fashion to the forefront in a unique and fresh way, online and in print, covering fashion, lifestyle, culture, and the arts focused on trend reporting, the fashion industry, street style, DIY, relationships, décor, and events around town. Moda also coordinates UW Fashion Week every spring, culminating in the legendary Fashion Show.

The Dish
Food publication that includes restaurant reviews, food feature writing, and recipes in a print issue and website. All stories are accompanied by high-quality photos and cover new restaurants and food trends in Madison.

Souvenirs
Travel magazine that features students’ adventures while abroad or traveling in the U.S. by exploring aspects of other cultures and travel/study abroad resources. Each semester, a team of students who are studying abroad blog for Souvenirs, and everyone is welcome to submit to the print issue each semester. Souvenir’s aim is to improve cultural competency and spark wanderlust among readers.

Illumination
Providing a beautiful space for undergraduate students at UW-Madison to share their creative work through an award-winning print issue and online blog, Illumination is the heart of campus. The litmag showcases fiction, poetry, essays, and artwork.

EICs may receive a stipend of $30/month on their WisCard (8 months)
Sifting & Winnowing
UW-Madison’s first undergraduate journal for political science, public policy and law. Sifting and Winnowing is led by a team of undergraduate editors that oversee the submission, editing and publication of undergraduate research oriented towards the humanities and social sciences. In addition, the organization is supported by a Board of Directors led by S&W alumni to assist with fundraising, event planning and maintaining a strong alumni network.

1. **Editor-in-Chief**
Reports to: WUD Publications Committee Director
Time Commitment: 20 hours/week, tentatively more.

**Specific Duties:**
- Provide training for staff members.
- Decide journal/magazine content and design.
- Oversee the production of a publication each semester.
- Build a team fit to fulfill the needs of the individual publications.
- Lead staff members in the production of a print issue and online content.
- Work with the AD of Marketing to streamline publicity and distribution efforts.
- Work with the AD of Programming to plan successful events.
- Work with the AD of Communications to successfully reach and engage students and community.
- Work with the AD of Creative Operations to design layouts and ads fit for their publication.
- Work with the AD of Finance to make administrative and financial decisions within their publication.

**Additionally, all Editors-in-Chief are required to:**
- Maintain efficient communication with the PubCom Director and Advisor.
- Maintain close relationships with student organizations on Campus.
- Maintain efficient communication with WUD Marketing.
- Assist with organizing and promoting PubCom events.
- Attend all EIC meetings.

EICs may receive a stipend of $30/month on their WisCard (8 months)