The Vice President of External Relations is responsible for educating the campus community about Wisconsin Union Directorate (WUD), which is comprised of Officers, Directors/Hoofer President, Club Presidents, Summer Coordinators, Associate Directors, and committee and club members. Recruitment and student outreach, including coordinating committees with different student organization fairs, are large responsibilities for this position. The VP of External Relations develops overall marketing and promotional plans to assist in WUD-wide activities and overall WUD recruitment. Additionally, this position coordinates the selection process for all Directorate leadership positions while working in partnership with the Leadership Program Director. Along with the other Officers, the Vice President of External Relations serves as a liaison between Directorate and the rest of the Wisconsin Union and serves on Union Council, the governing board of the Wisconsin Union.

**Duties to Wisconsin Union Directorate (WUD):**
- Chair Directorate and Directorate Executive meetings in the absence of the President.
- Work with Program Staff to plan Fall Retreat.
- Actively pursue all forms of diversity and integrity within Directorate programs and committees, and throughout all marketing and recruitment efforts.
- Participate in spring, summer, and fall trainings. Plan and implement such trainings.
- Meet regularly with Directorate members to discuss programming, issues and concerns.
- Guide and set directions for Directorate through developing a process for formulating goals and strategies, especially in respect to campus diversity.
- Initiate the annual student organization registration process for Directorate and educate each committee on how to do so.
- Spearhead initiatives to increase WUD’s visibility and to strengthen WUD as a connector on campus.
- Oversee and maintain the WUD Budget.
- Continue development and review of the Officer Transition materials as a mechanism for passing information to the incoming vice president. Ensure that all digital materials are stored on the Union’s shared drive.

**Duties to Union Council:**
- Coordinate and chair a Union Council subcommittee.
- Serve on the Council Executive Committee.
- Chair Union Council and Council Executive in the President’s absence.
- Uphold the Wisconsin Union Constitution and participate in the review and implementation of Union policy.
- Actively promote shared governance and encourage committee awareness of issues that affect student life.
- Serve as a Trustee in Wisconsin Union Association (WUA), the Union’s non-profit educational organization.
• Manage Union Council’s online presence on the WUD website.
• Communicate decisions of Union Council to local media as needed and requested.

Specific External Relations Duties:
• Develop and maintain a cohesive outreach, recruitment, and marketing strategy for Directorate as a whole as well as the individual committees.
• Provide marketing trainings and assistance to individual committees.
• Direct and manage WUD’s digital presence, including but not limited to, social media, the WUD website, and digital signage in the Wisconsin Union buildings.
• Develop and coordinate proposals and reports related to recruitment initiatives for the Wisconsin Union Antaramian Fund. This also includes and is not limited to planning programs that focus on recruitment, special events, and various projects that utilize the Antaramian Fund.
• Coordinate WUD recruitment calendar including marketing presentations and tabling at Student organization fairs, and additional resource fairs.
• Oversee the training and activities of people marketing WUD at SOAR.
• Promote the various leadership positions within WUD and to the greater campus community, working closely with the VP-Internal Relations to recruit applicants.
• Put together fall and spring WUD marketing materials.
• Coordinate the weekly WUD email newsletters promoting events for the week on campus.
• Act as a liaison between WUD and the Center for Leadership and Involvement.
• Serve as the liaison between staff and Directorate with the programming of Sunburst Festival and Sunset Slam.
• Actively reach out to other UW-Madison student organizations to identify opportunities for collaboration and relationship-building.
• Act as a liaison between WUD and Wisconsin Union Marketing.
• Continue developing and marketing WUD presence in both Union South and Memorial Union.
• Actively pursue potential marketing opportunities outside of the Union to gain greater exposure for WUD events.
• Support and advise individual committee marketing efforts by sharing resources, developing trainings and holding check-in meetings with the appropriate Associate Directors or others.
• Serve as a marketing resource for Hoofers and incorporate Hoofers into the overall marketing plan for WUD.
• Market and oversee the Late Night Grant process.

Term of Office
• May – May, with active participation in trainings before term begins.
• Summer: Vice Presidents are expected to fulfill their responsibilities over the summer and to be available as needed. At minimum, Vice Presidents are required to return to campus and hold office hours, typically 10 hours weekly, beginning August 1.
• Academic Year: 20-25 hrs/wk

Remuneration
• Academic Stipend - 80% of annual in-state tuition based on previous year, distributed at the beginning of each semester (Benefits Policy PL3-14)
• Wiscard Amount - $50/month (8 months)
• Lifetime Union Membership

See Policy PL3-3 for Expectations of Officers of the Wisconsin Union

Last Updated: 12/1/2019