



Distinguished Lecture Series

Associate Director of Marketing

Overview

- This position is a volunteer, leadership position with the Wisconsin Union Directorate, student programming board.
- Each committee of the Wisconsin Union Directorate is committed to amplifying the voices of underrepresented communities through thoughtful and deliberate programming that targets societal issues. WUD leaders have an obligation to use the privilege of our organization and the power of our positions to continually educate ourselves and provide the same opportunities to our communities.
- Successful applicants for WUD Leadership positions will demonstrate a commitment to social justice during the interview process and, upon selection, commit to continually highlighting inequalities due to racial, environmental, societal, and any other type of discrimination that our campus, country, and global communities face through their committee processes and programming efforts.
- Each Associate Director is asked to dedicate 10 hours a week to the position. As a thank you for your service, you will receive a \$30/month stipend on your Wiscard for 8 months of the academic year.

Committee Purpose

The Distinguished Lecture Series Committee (DLS) is charged with a mission to present a diverse range of viewpoints from highly respected, prominent people who will both stimulate discussion and challenge current ideals and values. The AD position assists the Director in creating a truly diverse series of topics and ideas with speakers from different racial, cultural, ethnic, and gender backgrounds. The DLS committee strives to create programming that primarily focuses on a lecture series that hosts at least four lectures per year. Traditionally, DLS events have been held in Shannon Hall, Varsity Hall, and various other venues across campus. It is anticipated in the coming year attendance, venue, and platform usage will fluctuate.

General Duties of All Associate Directors

- Anticipated time commitment of 10 hours per week during academic year, including meetings
- Attend weekly DLS Committee meetings (*TBD*) and weekly AD Meetings (*TBD upon selection of leadership team*); meet with DLS Advisor twice per semester
- Attend Directorate trainings, including Fall Associate Director Trainings on Sept 2
- Promote DLS at Sunburst Festival (*TBD*), Sunset Slam (*TBD*), the student org fairs (*Fall-TBD, Spring-TBD*), and other recruitment opportunities
- Work with DLS committee to establish goals and procedures for programming as well as develop, communicate, and hold the committee to vision and mission of programs
- Work with DLS Leadership team to create and facilitate events, educating the committee on responsible program planning, promotion, and implementation
- Foster a comfortable, friendly, and open environment within the committee, where all members are able to share and discuss their thoughts and disagree in a civil manner

- Assist in running DLS committee meetings, organizing main-series lectures, and other committee functions

Associate Director of Marketing Responsibilities

- Work with the Wisconsin Union Marketing Department, Wisconsin Union Communications Director, and WUD Vice President of External Relations to create marketing materials and promote lectures on campus and in the community
- Ensure posters, flyers, and other physical promotional materials for DLS are made and distributed
- Manage the DLS event webpage and social media accounts, including Facebook, Twitter, and Instagram, to provide an outlet for our audience to engage with us

Term: May 1, 2021 – April 30, 2022 (Involvement from May 1 to August 1 is optional)

Apply here: <https://forms.gle/U1edZUkTWUZBDJDC6>



Distinguished Lecture Series

Associate Director of Member Recruitment and Development

Overview

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Associate Director of Member Recruitment and Development Responsibilities

- Recruit DLS Committee members to a subcommittee to aid in marketing efforts
- Foster an open, friendly environment within the committee.
- Create and implement opportunities for members to be more actively involved with DLS and build a sense of community
- Make strategies and set goals for committee membership retention
- Assist Director in leading Committee meetings and coming up with ideas for member engagement.
- Oversee the Lecture Lead program, a leadership opportunity for committee members to research and engage with an individual speaker and serve as the primary point of contact for the lecture
- Ensure information about speakers and their event details are relayed to the AD of Events.

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Distinguished Lecture Series

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Associate Director of Events Responsibilities

- As AD of Events, your primary responsibility is to take care of event planning and implementation, whether the format be in-person or virtual.
- If the format is online, your duties include, selecting the most appropriate streaming platform, headline or supporting the Director during the event, ensuring technology is set and ready to go before the event, work towards making the event as accessible as possible by coordinating with the McBurney center for accommodations, etc.
- If in-person events are scheduled, your duties include booking event spaces, ordering food and additional required supplies, coordinating with the speaker and their team on-site , hosting a Q/A with the speaker if scheduled (optional), etc.

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