



Wisconsin Union
D I R E C T O R A T E

Music

Associate Director

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 Music Committee's mission is to create community through music. In a usual year with in-person shows, the committee books, markets and implements free concerts in: The Sett, The Terrace, and Der Rathskeller on Friday and Saturday nights, as well as the Play Circle. This includes Behind the Beat (a weekly jazz series in der Rathskeller) and Open Mic Night series. If shows are unable to be held in person due to COVID-19 restrictions, they will take place in a virtual format. Committee members learn how to plan shows by negotiating with agents, communicating with WUD/Union staff, and organizing sound and special logistics. The AD assists the Director in creating a safe and welcoming committee atmosphere and helps ensure the committee is committed to social justice issues related to concerts and the UW Madison Community.

Applications and Deadlines

Applications will be completed by filling out this Google form: <https://forms.gle/m9ir3ibQhYdL8EPu6>

All applications must be submitted by **May 28th** so that we can move forward with interviews starting in **mid-June**. All interviews will take place over Zoom. We are hoping to finalize our team by July so we can start planning for the Fall!

Make sure to email Sam (sneklund@wisc.edu) with a copy of your resume if you have one, or with any questions that may come up in the process! I'm hoping to make this a very open process, no tricks here :).

Associate Director Positions available (descriptions on next page):

Internal

Venue Lead

Marketing

Graphic Design

Associate Director Role Descriptions

Internal AD:

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
- 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 other ADs and the Director to create an incentive program for outstanding members

Who you are:

Internal 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.

Venue Lead:

What you will do:

- always knowing the programming of the each venue for the upcoming week
- knowing who is running the shows and asking if they will need help
- **be available to help if needed during the booking/advancing/running process**
- having ideas for programming on nights that need last minute events
- Meeting and developing relationships with Union building and food services managers
- Keep track of show attendance to share with Internal AD
- Coordinate “on call” lists for shows that need last minute cover
- Learn to facilitate online shows and help those running them

Who you are:

Venue Lead AD must be one of the biggest live music fans we’ve got. It will require working closely with committee members as they book and plan shows, assisting them in getting ready for night of show, and being available to fill in for shows that aren’t covered. 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.

Note: this may be expanded to multiple positions dependent on the number of shows we are able to run.

Marketing:

What you will do:

- Create a marketing plan and budget at the beginning of each semester
- Coordinate the Marketing subcommittee - spread out tasks to members excited to help!
- Schedule Tweets, Facebook posts, and Instagram posts for a marketing campaign
- Work alongside members as they book shows to coordinate marketing plans
- Make sure that there is a Facebook event page for every show and invite people to shows
- Be up to date with shows coming up and be in contact with committee members to request information for their show to create social media posts.
- Find someone to take pictures at shows
- Send committee members on flyering runs
- Focus on updating the Union WUD website so that we are presenting ourselves in a professional, sleek way.

Who you are:

The Marketing AD will wear a lot of hats, staying on top of shows as they are being booked and seeing through until they've been produced. Organization and communication will be important, but creativity is key. Knowledge of marketing strategies will serve you well. Also, as the head of the Marketing Subcommittee you must be able to build a strong team based on communication, creativity, and trust. You may have a passion for graphic design (or willingness to delineate that task).

Graphic Design:

What you will do:

- Create posts, social graphics, and posters for upcoming shows and events.
- Tailor-make graphics, designs, and layouts for our social media accounts.
- Co-chair the Marketing committee alongside the Marketing AD
- Work closely with Marketing AD to maintain and build WUD Music's online branding. You'll design merch with them too.
- Design a lineup poster for each semester.
- Work closely with bookers and artists to get show-specific graphics approved.

Who you are:

You, the Graphic Design AD is someone who can graphically design! You are fluent in image editing software and can create informative, creative, and stylish designs that promote our events. You are familiar with the design limitations and affordances of specific social media channels, specifically Instagram. You are okay with making a few edits and taking critiques. Additionally, this person is expected to have sufficient experience in the Adobe Creative Suite and will need to provide work samples if interviewed.