



Music Committee

Wisconsin Union Directorate

2022-2023 Associate Director Positions

Apply here: https://uwmadison.co1.qualtrics.com/jfe/form/SV_exjgcXrfZarJhcO

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 \$75/month stipend on your Wiscard for 8 months of the academic year

WUD Music Committee Purpose:

The Music Committee's mission is to create community through music. The committee books, markets and implements free concerts in: The Sett, The Terrace, Der Rathskeller, and The Play Circle. This includes Behind the Beat (a weekly jazz series in der Rathskeller) on Thursdays and Open Mic Night series on Wednesdays. 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:

All applications must be submitted by **May 18th** so that we can move forward with interviews starting in **June**. Interviews can be in-person or virtual over zoom. We are hoping to finalize our team by July so we can start planning for the Fall!

Make sure to email **Jesse (jfrolik@wisc.edu)** 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 for 2022-2023:

- *Internal*
- *Outreach*
- *Venue Leads (x2)*
- *Promotions*
- *Digital Marketing*
- *Graphic Design*
- *Behind the Beat*

****Associate Director Role Descriptions***

Internal:

What you 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
- 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.

Outreach:

What you do:

- Head outreach efforts for collaborations with other WUD committees and student orgs
- Field questions by student organizations about collabs
- Maintain efforts to keep connections to our campus partners (WSUM, WUDPAC, EMMIE etc.)

- Expand our ideas of programming outside of concerts
- Create collaboration materials to send out to different organizations

Who you are:

Outreach AD is constantly thinking of creative ways we can expand our programming with the help of other people on campus. You want to seek out awesome collaborations with other organizations and bring amazing opportunities to campus. You work well with a variety of people and always know how to communicate your plans. You are always the first to reach out when you have an idea and you want to discuss every idea you have. You want to bring diversity to our program and to the people who enjoy it.

Venue Lead (x2):

What you do:

- Always know 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: There will be 2 Venue Leads**

Promotions:

What you do:

- Coordinate marketing efforts at student tabling events (student org fairs, resource fairs, etc.)
- Organize and oversee design and ordering of merchandise for WUD Music. This includes committee merch, promotional merchandise, and whatever else you think you can slap our logo on and hand out
- Send press releases to local media outlets to let them know what we are up to
- Organize flyers to go out on the flyer route and potentially create new flyer routes
- Co-chair the marketing subcommittee meetings
- Enforce proper branding with collaboration partners with Outreach AD

Who you are:

Promotions AD is someone who has an eye for branding and knows how to promote WUD Music effectively. You can keep a calendar, set a schedule and stick to it. You know how to engage students and grab their attention. You can effectively lead the marketing team with creativity and passion along with the Digital Marketing AD.

Digital Marketing:

What you do:

- Work with the Promotions and Graphic Design AD's to create and execute marketing
- 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 and keep them together
- 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 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 merchandise 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.

***NOTE: If applying to the Graphic Design AD position, please submit previous work examples to use for reference.**

Behind the Beat:

What you do:

- Oversee the Behind the Beat (BTB) weekly jazz series in Der Rathskeller
- Lead and subcommittee of members in charge of coordinating bands for the Jazz series
- Assist members in running shows
- Maintain the BTB budget
- Work with Promotions AD to promote the series

Who you are:

You like Jazz! The Behind the Beat AD is someone who can effectively lead a team to put together one our longest standing series. You can delegate, coordinate, and engage with students to help them run shows. You have a good understanding of what running a show entails and you are always ready to help others who may not.