



## Performing Arts

### Associate Director

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#### **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

#### **Committee Purpose**

The Performing Arts Committee helps plan, promote, and present programs in partnership with the Wisconsin Union Theater staff. Specifically, the Performing Arts Committee Director and Associate Directors, in partnership with the program advisor, manage the implementation of the current Theater season and oversee the selection process for the following year's Theater season. Programs should be of cultural interest to the UW campus and the community at large. In some cases, the Committee will partner with outside promoters or groups (co-sponsors) to produce season events.

#### **Associate Director Responsibilities**

##### General Responsibilities Include

- Attend weekly committee meetings and AD meetings, in which all members have the option to present potential season options for the entire committee to discuss
- Work with Advisor/Director/Advancing Specialist/Marketing to advance season events
- Coordinate the involvement of committee members as it relates to each AD focus area
- Collaborate with Wisconsin Union Theater staff to organize 2022-2023 season
- Establish and maintain a WUD PAC mission statement for the 2022-2023 year.
- Oversee various day-of tasks for events in the Wisconsin Union Theater Season as needed

### **Associate Director of General Programming**

General Programming AD's work to program each season at the WUT and WUD PAC student oriented events. They are responsible for researching artists, coordinating tech riders, contracts and show running logistics with booking agents and members of the WUT. The areas of programming that General Programming AD's are expected to program for are the Classical Concert Series, Jazz, World, Indie, Dance, and special events (poets, comedians and writers etc!). You'll have a lot of freedom to let your voice speak by bringing in the artists that will benefit both the UW-Madison student body and the greater Madison Community. This position will involve you working with the advisor and WUT to plan each artist's program and to ensure the success of their show. The General Programming AD will coordinate the general members in the artist research and programming aspect of committee work. The General Programming AD will be the main point of contact between the theater and artists/agents, and will be responsible for working with the artist/agent to finalize event details. The General Programming AD will have the opportunity to bring to fruition their programming idea's with the support of WUD and the Wisconsin Union Theater. This position is an interdisciplinary arts position with an emphasis on progressive, youth driven programming that focuses on three main categories: music, social justice, and non-music performing arts.

- Maintain a professional line of communication with booking agents
- Effectively communicate artist presentations to the rest of the committee

### **Associate Director of Marketing**

The Performing Arts Committee Associate Director of Marketing works to coordinate all marketing efforts; marketing events to the UW-madison student body. This involves building a connection to the Wisconsin Union Theater Marketing team, the Wisconsin Union Directorate marketing team, and other AD's to promote upcoming events. The Marketing AD is responsible for collecting qualitative and quantitative data about the theater, student body and community. Using this information, the Marketing AD will work with the PAC Advisor and Director to establish a brand and marketing campaign to promote PAC as a committee and it's events. The Marketing AD will create digital and print content to promote WUD PAC events and information. Necessary qualities are clear and timely communication, ability to work in a team, ability to work with Adobe Creative Suite, and a desire to develop professional skills. The Marketing AD will be responsible for running the WUD PAC Instagram and will be responsible for coordinating marketing through email.

- Be a graphic artist! You'll be responsible for creating digital marketing content
- Develop a brand and marketing campaign with the Director and WUT
- Collect quantitative and qualitative data to inform the marketing of WUD PAC's event and committee
- Explore and innovate new ways to market through social channels, including Instagram and social events.

### **Associate Director of Committee Relations**

The Performing Arts Committee Associate Director of Committee Relations works to implement the onboarding of new members, and the assessment of those members' experience in the committee. They are also responsible for the planning and execution of internal committee events. The Committee Relations AD will also be responsible for planning events involving other committees, both in and outside of WUD. Necessary qualities are clear and timely

communication, an ability to work in a team, a desire to develop leadership skills, conflict mediation skills, and an interest in event planning.

- Take notes of committee meetings to communicate deadlines and action items with the committee
- Coordinate social events and workshops for the committee to attend to promote educational, social and leadership skills
- Be part of the artist selection committee for different genres and ensure our goal of diversity, social justice and inclusiveness is being programmed for
- Coordinate with other WUD committees to increase collaboration and involvement

**Our Relationship to the Wisconsin Union Theater:** WUD PAC works closely with the Union Theater team to implement the current seasons scheduled programming as well as design, program, and plan for the following season. Programming is a collaborative process and intersects with all areas of operations: financial, production, ticketing, marketing, and communications. The Theater staff currently includes Theater Director (who is also the WUD PAC advisor); General Manager; Director of Audience Services; Box Office Manager; two Technical Directors; and an Administrative Assistant. Additionally, the Theater has designated marketing and communications staff that is responsible for promotion and communication for the WUT's events.

The Wisconsin Union Theater (WUT) is part of the Wisconsin Union and, like the Union, shares a dual identity as a campus organization serving students, faculty, and staff and also a public-facing entity serving the greater Madison community. WUT has a longstanding reputation as a high-quality arts presenter in the Midwest and is known nationally for its 100-year-old classical Concert Series featuring some of the best classical musicians in history and of our current time. The Concert Series is considered the Theater's "crown jewel" by many and has a dedicated subscriber base and endowment fund to specifically support chamber music on the series. As a professional organization, working with celebrity and professional artists, the Theater requires a rigorous operation with strict deadlines, timelines, and varying work schedules including normal business hours, evenings, and weekends, and summer months. Event days can require long hours. As a presenter of the performing arts rather than of commercial entertainment, the WUT aspires to create arts experiences that evoke greater meaning for people's understanding of the world, inspire new ideas, raise questions, and expand people's capacity to imagine and grow.

In the 2022-2023 season, WUT will explore big questions regarding the purpose and identity of the WUT on and off-campus that will set the foundation for its future. The student voice will be a central component to this conversation and we welcome diverse perspectives to the table.