



WUD Film Associate Directors 2026-2027

Apply here: https://uwmadison.co1.qualtrics.com/jfe/form/SV_cG94zfKCusnMF4a

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. They will use their leadership to foster inclusive dialogue, challenge injustice, and create programming that reflects the diverse experiences of our communities.
- 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 Wisconsin Union Directorate Film Committee is dedicated to bringing a diverse, innovative, and exciting lineup of movies to the University of Wisconsin – Madison campus and surrounding community. The committee also serves as a professional development experience for its members to explore aspects of the film production, distribution, and exhibition industries. The Film Committee researches, plans, coordinates, publicizes and manages hundreds of film screenings and special events in the Marquee Theater. Films shown include major studio, documentary, arthouse, experimental, international, and late-night cult classics. Additionally, the Film Committee programs Lakeside Cinema each summer, an outdoor film series on the Memorial Union Terrace. WUD Film provides campus with free "sneak previews" of new releases and assists Wisconsin Film Festival with programming suggestions and venue volunteers.

Responsibilities for ALL Associate Director Roles

Goal Setting: Collaborate with Director, Advisor, and committee members to develop programming goals for the year that encompass a broad spectrum of cinematic experiences.

Communication: Maintain regular communication with the Director, fellow Associate Directors, Advisor, and committee members regarding your areas of responsibility.

Committee Member Engagement & Support: Involve WUD Film Committee volunteers in developing exciting and engaging programming for our campus audience through training of programming techniques, sharing resources, and delegating tasks. Associate Directors must ensure continued active involvement of committee members in all aspects of program planning and execution to ensure future support for WUD Film. As an Associate Director, you are encouraged to coordinate with the WUD Film Director to organize **one** committee-wide friendship event during the 2026-2027 academic year.

Modeling Leadership: Film Committee Leadership is first and foremost a team, so each AD should serve as a model and mentor to committee members through things like:

- Help with marketing
- Commit to weekly duties like flyering and hosting
- Actively participate in planning and promoting WUD Film and WUD-wide events beyond individual responsibilities
- Have a willing attitude to go above and beyond general duties when necessary
- Demonstrate a positive attitude toward larger WUD and Wisconsin Union issues and policies

Marketing: Communicate programming details for each event with the Marketing Associate Director to maximize effective outreach. Work in tandem with the Marketing Associate Director and help complete various tasks for marketing.

Meetings/Office Hours:

- Film Committee Leadership Team (weekly)
- Film Committee meetings (weekly)
- General office hour(s) (weekly)
- Co-facilitate subcommittee/project meetings as needed

Training Materials: Update and improve relevant sections in the WUD Film Training Manual (on Team Drive) for next year's associate director.

Additional Responsibilities: The Film Committee Director may exercise the option to create a more detailed list of responsibilities for Associate Directors, if deemed necessary and the AD has capacity in their weekly time commitment.

Specific Responsibilities for Each Associate Director Role

Associate Director - Programming Curator (2 Positions)

AD 1: Contemporary & Repertory Mainstream

AD 2: Alt, Indie & International

Work as a curatorial team with Film Committee Leadership (Film Director and fellow AD(s)) to strategize program content areas for the upcoming year. Each AD will focus on a subset of genres for initial research & program pitches, working with the Film Committee as a whole to build a diverse and innovative slate of high-quality film events.

- Co-facilitate the programming subcommittee
- Coordinate the committee vote/vetting process
- Schedule the films selected by the committee on a weekly basis
- Uphold fiscal responsibility in program planning
- Update the Google programming doc completely and accurately
- Complete all requested paperwork including invoices
- Help market each screening effectively
- Thoroughly evaluate each program with an open mind to react with necessary changes
- Develop, with the advisor, a thorough understanding of film distribution networks
- Actively plan additional special events
- Seek out co-sponsorships beyond regularly scheduled programs

Associate Director - Collaboration & Special Events

Manage the WUD Film collaborations proposal process and special events planning.

- Present collaboration proposals to AD Team and the committee for review/consideration
 - Schedule screening date and time for each collaboration/special event approved by the committee
 - Coordinate budget request process for each approved collaboration/special event
 - Communicate all planning details with collaboration partners
 - Uphold fiscal responsibility in program planning
 - Update the Google programming doc completely and accurately
 - Complete all requested paperwork including invoices
 - Help market each screening effectively
 - Thoroughly evaluate each program with an open mind to react with necessary changes
 - Develop, with the advisor, a thorough understanding of film distribution networks and protocols for event facilitation
 - Actively plan additional special events and seek out co-sponsorships beyond regularly scheduled programs
 - Strategize events and additional event elements to complement our film programming, such as Q&As, panels, and film festivals
 - Facilitate Rocky Horror Picture Show event planning team and co-coordinate Social Cinema series with Community Outreach AD
 - Actively manage the collaborations service email account
 - **Additional Meeting Specific to Position:** 1:1 with Advisor to review pending proposals/tech needs for upcoming events (weekly)
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Associate Director - Community Outreach

Manage WUD Film community outreach efforts and educational programming elements that enhance the WUD Film experience.

Community Outreach:

- Reach out to other WUD committees and on-campus organizations as well as academic departments that align well with WUD Film's programming and ideals to share relevant upcoming event opportunities
- Foster connections between these entities and the Collaboration & Special Events AD if outreach evolves into a collaborative event possibility
- Maintain and facilitate connections with current community partners like UW Cinematheque & the Comm Arts Department
- Communicate regularly and coordinate outreach efforts with Marketing AD, especially where outreach tactics may overlap with marketing ones
- Co-coordinate Social Cinema series with Collaboration & Special Events AD
- **Additional Meeting Specific to Position:** 1:1 with Advisor to review upcoming outreach plans and strategies, scheduled as needed

Educational Programming:

- Work with Film Committee Leadership (Film Director and fellow ADs) to strategize educational events for the upcoming year to complement our film programming, such as Q&As, panels, or talk-back sessions
- Present educational programming proposals to AD Team and Film Committee
- Schedule the educational events selected by the committee
- Communicate all planning details with other programming partners
- Uphold fiscal responsibility in program planning
- Update the Google programming doc completely and accurately
- Complete all requested paperwork including invoices
- Help market each screening effectively

- Thoroughly evaluate each program with an open mind to react with necessary changes
 - Develop, with the advisor, a thorough understanding of film distribution networks and protocols for event facilitation
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Associate Director - Marketing & Design

Work with the Film Committee Leadership Team and committee members to develop effective marketing strategies that communicate program goals and opportunities.

- Utilize principles of graphic design, outreach, and networking to communicate the mission of WUD Film and generate interest in both WUD programming and committee involvement
 - Plan and execute an annual Marquee Awareness marketing & outreach campaign
 - Edit and send weekly “This Week in Film” email to MailChimp mailing list
 - Submit Union website event calendar entries for each scheduled screening title
 - Design and print weekly flyers, and coordinate committee member distribution of flyers
 - Plan a social media content calendar and create relevant & engaging social media content
 - Co-facilitate the operations subcommittee and create leadership opportunities for committee members to support marketing efforts. Examples may include event-specific marketing captains, a social media manager, etc.
 - Create innovative additional marketing materials and tactics
 - Collaborate with fellow Associate Directors to coordinate events to promote films and create an engaging atmosphere for audiences
 - **Additional Meeting Specific to Position:** 1:1 with Advisor to review upcoming marketing plans and strategies, scheduled as needed
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Associate Director - Facilities & Committee Engagement

Oversee logistics & venue operations for WUD Film screenings and facilitate committee member engagement opportunities.

Facilities:

- Facilitate and oversee the hosting process, including queue management and full facility procedures
- Schedule and train volunteer door staff on proper hosting procedures
- Encourage new members to try hosting
- Prepare announcements before each screening
- Update the Google programming doc completely and accurately
- Keep hosting areas of projection booth neat & organized
- Oversee the general appearance of the theater and WUD office
- Change out Marquee poster cases weekly
- Maintain poster archive and poster database
- Manage print traffic in collaboration with booth manager and film advisor
- **Additional Meeting Specific to Position:** Marquee Tech meeting with booth manager and film advisor (weekly)

Committee Engagement:

- Co-facilitate the operations subcommittee and create leadership opportunities for committee members to support facilities needs and committee member engagement. Examples may include designating hosting captains, poster archive management, committee social planning, etc.
- Manage committee recognition programs like the points system, committee member of the week, and walk of fame

- Track and record weekly event attendance
 - Update the WUD Film Screening Title database once per semester
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Associate Director - AV

Coordinate AV elements of WUD Film program, namely pre-show slide decks and film trailers.

- Create unique trailers for films, whether by adding WUD Film info to professional pieces, cutting pre-existing trailers together into a single supercut for each weekend's programming, or shooting and editing original pieces with the assistance/participation of committee members
 - Create a flat format and scope format DCP file of each trailer each week
- With the input of programmers, strategically decide which trailers to play before which films- keeping in mind the likely audience of each screening and trailer/film rating
- Update content in the weekly pre-film slide show (film event marketing, sponsor, and campus partner slides, WUD film/general cinema/campus trivia and images)
 - Create a flat format and scope format DCP file of slideshow each week
- Co-facilitate the operations subcommittee and create leadership opportunities for committee members to support AV projects. Examples may include individual slide designs, managing trivia slides, learning to make trailers, etc.