



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

Literary Arts Committee Associate Director Position Descriptions

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 Literary Arts Committee (WUD Lit) is dedicated to building community through the Literary Arts on the UW-Madison campus. We provide hands-on experience in publishing and in hosting events focused on engaging with the literary arts. Our yearly calendar includes creating, printing, and distributing magazines, as well as organizing event-based programming such as bookstore crawls.

We publish three student-run magazines—EMMIE, Illumination, and The Dish—highlighting the creativity of the UW-Madison community. Their content focuses on music; food journalism; and creative works of poetry, art, and prose; respectively. Each publication produces one issue per year and has the opportunity to publish additional content online. Students engage in learning through publishing, editing, writing, and creating artwork for each of these publications. Involvement in our committee gives students valuable creative skills and experiences that they can connect to their courses, careers, or personal endeavors.

Descriptions of the Publications

- **EMMIE:** Music magazine. EMMIE reviews new albums and shows, as well as interviews talented artists at a local and national level. Additionally, EMMIE runs a weekly radio show with WSUM.
- **The Dish:** Food and dining culture magazine. The Dish strives to produce in-depth content such as recipes, restaurant reviews and food safety articles about and inspired by Madison's incredible food culture.
- **Illumination:** Literary magazine. Illumination features the best in undergraduate poetry, stories, essays, and art pieces. The staff reviews, edits, and publishes submissions from across campus. Illumination has been awarded the Associated College Press' Pacemaker Award three times, cementing itself as one of the best student-led publications at a national level.

Associate Director Responsibilities

Marketing & Communications Associate Director

Requirement: Advanced knowledge and experience in making graphics is required (ie. through Canva, Adobe Photoshop, or other digital platforms)

The AD of Marketing advertises the Literary Arts Committee's events and supervises marketing strategies of individual publications.

Specific Duties:

General Marketing Duties

- Design, execute, and distribute marketing materials for all Lit-wide events. Assist individual magazines with marketing efforts and promotional materials for magazine-specific programs.
- Work closely with ADs and EICs to create a marketing schedule.
- Develop and execute regular social media content on Lit channels.
- Update Lit website with new photos and graphics.
- Redevelop Lit marketing email list, develop engagement and outreach plan to grow subscriber base.
- Document Lit events with photographs and develop an image archive for future marketing and storytelling.
- Build connections with other student publications for mutual support, cross-promotion, and collaboration.

Paid Advertising in Print Publications

- Lead community outreach efforts to gain external funding from advertising revenue.
- Be the liaison between magazines and individual businesses that choose them as partners.
- Assist EICs in the development of press kits and branding guides.

Magazine Production & Distribution Support

- Collaborate with individual magazine creative personnel if design assistance and/or resources are needed.
- Ensure quality of design, efficacy of communication, and consistent branding within publications.
- Coordinate distribution of publications and ensure maximum visibility for publications' publicity materials.

Additionally, all Associate Directors are expected to:

- Maintain excellent and frequent communication with Lit Director and Advisor. Meet one-on-one with the Lit Director and/or Advisor as needed.
- Work together with other ADs on larger organizational issues.
- Actively participate in planning, implementation, marketing/promotion, and evaluation of Lit events (both full committee and individual magazine team events).
- Communicate with individuals in similar roles within each magazine (if the position is present).
- Attend all weekly Lit Meetings.
- Attend Lit AD/EIC staff meetings.
- Attend some individual magazines' meetings.
- Actively participate in the planning and implementation of print magazine distribution each semester.
- Update relevant training materials throughout the year and actively participate in the training of the incoming team during the annual transition process.
- Maintain close relationships with student organizations on Campus.
- Encourage more broad general student body recruitment of Literary Arts Committee members.

Programming Associate Director

The AD of Programming organizes Lit events and assists individual publications in organizing individual events. Recent Lit event examples include the Bookstore Crawl, Book Club and Craft events, a Spooky Story Bonfire, and our annual release party.

Specific Duties:

- Create a production schedule for the year's major events.
- Assist EICs with planning events for individual publications.
- Lead event development and planning efforts for engaging and diverse types of programming, such as the Bookstore Crawl and annual release party, to increase general engagement with Lit.
- Collaborate with other committees and student organizations to develop co-sponsored events.
- Assist Lit Exec in finding cosponsors interested in partnering with relevant Lit events.
- Facilitate the creation of regular, publication-specific programming.
- Collaborate with Access & Outreach and Marketing ADs to communicate program opportunities with our community, both on- and off-campus.
- Communicate with EICs to develop a budget for next year's expenses fitted to each publication's needs, and use this information to advise the Lit Director in budget decisions.

Additionally, all Associate Directors are expected to:

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- Actively participate in planning, implementation, marketing/promotion, and evaluation of Lit events (both full committee and individual magazine team events).
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- Actively participate in the planning and implementation of print magazine distribution each semester.
- Update relevant training materials throughout the year and actively participate in the training of the incoming team during the annual transition process.
- Maintain close relationships with student organizations on Campus.
- Encourage more broad general student body recruitment of Literary Arts Committee members.

Associate Directors (Editors-in-Chief)

Requirements: Knowledge of or willingness to learn InDesign required.

All three AD(EIC)s decide on journal/magazine content and designs and build/lead a magazine team as a subcommittee of the Literary Arts Committee.

Emmie EIC Specific Duties:

- Engage staff members in events and activities that fit the niche of your magazine.
 - Local shows and artists, album releases, coverage of venues, record stores, music labels, as well as artist interviews.
 - Encourage the creation of regular and/or annual programming.

- Encourage the collaboration of the publication with other orgs, local businesses, and union committees (ie. WUD Music).

The Dish EIC Specific Duties:

- Engage staff members in events and activities that fit the niche of your magazine.
 - Restaurant reviews, food feature writing, recipes, and coverage of new restaurants and food trends in Madison.
 - Encourage the creation of regular and/or annual programming.
 - Encourage the collaboration of the publication with other orgs, local businesses, and union committees (ie. Slow Food, WUD Cuisine, etc.).

Illumination EIC Specific Duties:

- Engage staff members in events and activities that fit the niche of your magazine.
 - Create spaces (in person and online) for students to share their creative work.
 - Showcase a variety of pieces of fiction, poetry, essays, and artwork.
 - Encourage the creation of regular and/or annual programming.
 - Encourage the collaboration of the publication with other orgs, local businesses, and union committees (i.e. WUD PAC, WUD Art, etc.)

Sports Magazine EIC Specific Duties:

- Engage staff members in events and activities that fit the niche of your magazine.
 - Feature content surrounding UW-Madison's current athletes, programs, and alumni.
 - Encourage the creation of regular and/or annual programming.
 - Encourage the collaboration of the publication with other orgs, local businesses, and union committees (i.e. Athletics Department, Sports Media Club, etc.).
 - *Develop an identity and team for this publication*

Additionally, all Associate Directors (Editors-in-Chief) are expected to:

- Decide journal/magazine content and design.
- Build a team fit to fulfill the needs of the individual publications.
 - Lead your magazine team as a subcommittee of the Literary Arts Committee. Build a subcommittee structure that is fit to fulfill the needs of your individual publication.
 - Provide training for subcommittee members, coordinate with content experts like the Lit AD team as appropriate, and actively participate in the training of the incoming team during the annual transition process.
 - Ensure your subcommittee understands the overall Literary Arts Committee structure, relationship of individual magazines to the larger team, to WUD, and to the Wisconsin Union (including the resources provided).
 - Facilitate regular meetings for your individual magazine subcommittee.
 - Lead subcommittee members in the production of one publication per semester (print) as well as the production of digital content appropriate to your individual magazine (website, blog, social media engagement, etc.).
- Maintain excellent and frequent communication with Lit Director and Advisor. Meet one-on-one with the Lit Director and/or Advisor as needed. This includes sponsorships, collaborations, finances, print/distribution goals, and event/workshop efforts.
- Maintain close relationships with student organizations on Campus.
- Ensure close relationships with Lit's Marketing AD and maintain efficient communication with WUD

Marketing.

- Work together with other ADs on larger organizational issues.
- Update relevant training materials throughout the year and actively participate in the training of the incoming team during the annual transition process.
- Encourage magazine team-level members responsible for programming, marketing, outreach, and access to communicate regularly with the relevant Associate Directors responsible for those areas.
- Actively participate in planning, implementation, marketing/promotion, and evaluation of Lit events (both full committee and individual magazine team events)
- Attend all weekly Lit meetings.
- Attend Lit AD/EIC staff meetings.
- Actively participate in the planning and implementation of print magazine distribution each semester.
- Encourage more broad general student body recruitment of magazine team members and Literary Arts Committee members.
- Work with Lit Director to develop guidelines for inclusivity and accessibility in online publications, including:
 - Alt text guidelines
 - Screen-reader-compliant digital format