



Music Committee

Wisconsin Union Directorate

2025-2026 Associate Director Positions

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.

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 Friday evenings 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 2nd** so that we can move forward with interviews. Interviews can be in-person or virtual over zoom.

Make sure to email the WUD Music Advisor, Sean Michael Dargan (sdargan@wisc.edu) with any questions that may come up in the process! We're hoping to make this a very open process, no tricks here :)

Associate Director Positions:

- *Internal*
- *Press*
- *Special Events and Summer Programming*
- *Outreach*
- *Digital Marketing*
- *Graphic Design*
- *Membership*
- *Behind the Beat*

****Associate Director Role Descriptions****

Internal:

What you do:

- Coordinate training events for new members throughout the year, with an emphasis on increased efforts at the beginning of each semester
- Ensure we have resources in our shared Drive (ex: day-of-show lists, how to email agents, etc.)
- Make sure the committee resources are up to date
- Always know the programming for the upcoming week
- Keep track of our confirmed shows in the Bookings in Progress sheet
- Process demographic inventory and other show data
- Be available to help members if needed during the booking/advancing/running process
- Maintain a list of ideas for programming on nights that need last-minute events
- Maintain an interested bands list and encourage new members to book shows

Who you are:

The Internal AD is someone who knows how the committee works and is familiar with all the ins and outs of WUD Music. Being able to effectively train members and aid them as they navigate the show booking/running process is essential. Strong organizational skills and a love for keeping track of trends are key for this position, and familiarity with spreadsheets is highly recommended.

Press:

What you do:

- Regularly update the Union Calendar and WUD Music website
- Coordinate with local press (news/radio/blogs/etc) for promotional opportunities
- Coordinate with student editorial organizations (EMMIE, WSUM, WUD Marketing)
- Issue press releases with upcoming shows and events to student and local media outlets
- Coordinate committee members and volunteers to photograph and cover our events

- Organize show photos and videos to use for recap and promotion
- Integrate interviews, promotions, and collaborations with artists into programming
- Editor in Chief of written media
- Serve as a part of the marketing AD team. Available to co-run marketing sub-committee meetings

Who you are:

The Press AD is someone who is willing to collaborate and maintain relationships with all aspects of the local music scene. You will work closely with student organizations, Madison media outlets, and committee members to promote our shows and events. Knowledge of camera equipment, journalistic writing, and public relations is encouraged.

Special Events and Summer Programming:

What you do:

- Collaborate with the committee advisor during the school year to book shows for the summer
- Work closely with committee director
- Support all ADs when help is needed
- Aid committee members with advanced bookings if needed (Wasserman, CAA, etc)
- Ensure our programming encompasses a wide variety of artists and genres
- Assist in organizing special events such as Battle of the Bands, WUDStock, Snake on the Lake, etc.

Who you are:

The Special Events and Summer Programming AD is someone who wants to assist in many different aspects of the committee with a focus on expanding our booking into the summer. Should have expertise in all areas, and is enthusiastic about helping in any way, from show booking all the way to show running! This is also someone who has ideas on how to improve the committee and ensures that our shows foster a welcoming environment. Comfortable with both self-directed work and working closely with the advisor.

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, MSC etc.)
- Keep in contact with local music venues and maintain a list of shows/events that may impact our programming
- Coordinate marketing efforts at student tabling events (student org fairs, resource fairs, etc.)
- Co-run the marketing subcommittee meetings
- Expand our ideas of programming outside of concerts
- Foster a welcoming environment within the committee by planning events reflective of the student body

Who you are:

The Outreach AD is someone who loves the committee and is constantly thinking of creative ways we can expand our programming with the help of other people on campus to engage as many students as possible. 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. 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.

Digital Marketing:

What you do:

- Create a marketing plan and budget at the beginning of each semester
- Coordinate the Marketing subcommittee and enthusiastically engage subcommittee members
- Schedule Instagram and Facebook posts for marketing campaigns
- Regularly monitor the WUD Music Instagram dms
- Work with members as they book shows to coordinate marketing plans
- Stay on top of upcoming shows and keep in contact with committee members to create social media posts
- Primary marketing sub-committee meeting runner, work with Outreach, Graphic Design, and Press AD's to develop agendas

Who you are:

The Marketing AD will wear a lot of hats, staying on top of shows as they are being booked and ensuring events are promoted on schedule. 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. Not afraid to experiment with different social media platforms or marketing strategies.

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 ADs
- Work closely with Marketing ADs to maintain and build WUD Music's online branding
- Design merchandise
- Design regular lineup posters
- Work closely with showrunners and artists to get show-specific graphics approved
- Manage a subcommittee of graphic designers
- Create social media content, website graphics, zines, etc.
- Follow your creative passions!

Who you are:

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 various social media channels, specifically Instagram. You are comfortable with receiving constructive critiques and making edits to your work, as well as delegating tasks to others. Additionally, this person is expected to have sufficient experience in the Adobe Creative Suite and will need to provide work samples if interviewed. This is a demanding position, but it looks fantastic on a future resume!

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

Membership:

What you do:

- Welcome new members to the committee
- Oversee recruitment and retention efforts throughout the year, with an emphasis on increased efforts at the beginning of each semester
- Keep tabs on new members who join late and need training
- Help members engage in their interests by introducing them to the relevant ADs
- Work closely with the Internal AD to coordinate new member training
- Know who is running shows and ensure first-time show runners have an experienced member on hand day-of-show
- Plan social events for the committee
- Work with the Press AD to coordinate committee members and volunteers to photograph and cover our events
- Be available to help members if needed during the booking/advancing/running process
- Work with other ADs and the Director to create an incentive program for outstanding members

Who you are:

The Membership AD is the kind of person willing to go up to a new member at a meeting and invite them to sit with you! This position involves monitoring the welcoming environment of our committee and leading by example. You're one of the friendliest members we've got and you want to make everyone feel included. You're comfortable communicating with the committee and the AD team, and you'll bring a friendly and collaborative demeanor to meetings and social events that will encourage members to achieve their greatest potential in WUD Music. Someone who wants to see the culture of WUD Music grow outside of the committee meetings!

Behind the Beat:

What you do:

- Oversee the Behind the Beat (BTB) weekly jazz and singer/songwriter series in Der Rathskeller on Friday evenings from 4-5:30
- Lead a subcommittee of members in charge of coordinating bands for the Jazz series
- Work with the Press, Marketing, and Graphic Design ADs to promote the series
- Work with the Outreach AD to coordinate collaborations at Behind the Beat shows

Who you are:

You like Jazz! The Behind the Beat AD is someone who can effectively lead a team to put together one of 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. Anyone applying to the Behind the Beat AD Position must be available to run shows from 2 - 6 PM on Fridays.