



Performing Arts

Associate Director

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5 AD positions

2 Programming

1 Production

1 Marketing

1 External Relations

Overview:

- This position is a volunteer leadership position with the Wisconsin Union Directorate, a 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 (PAC) curates the Wisconsin Union Theater's (WUT) annual season of performing arts (aka "Season Events") and programs a classical music series, a jazz music series, music from various cultures and regions of the world, hip hop music, professional dance companies, live theater (plays), and more. The Associate Directors (ADs) serve as PAC's leadership team and work in partnership with the Theater Director and Program Advisors on programming. PAC also assists in implementing WUT's current season, which the previous year's committee programmed. The committee is expected to program to the cultural interests of the UW campus and larger community and align with WUT's artistic identity and purpose. In some cases, WUT's events are in partnership with other university departments or external promoters.

Finally, PAC designs, produces, presents, and promotes its own original programming within the academic year using the WUD PAC budget. Typically, these events take place in the Wisconsin Union Theater's Play Circle in Memorial Union, but they can also take place in other spaces.

The Performing Arts Committee's (PAC) work occurs within the Wisconsin Union Theater, a \$2.3M operation that

includes Shannon Hall in the Memorial Union – a professional proscenium theater with state-of-the-art lighting and sound and a capacity of 1,165 seats, and the Play Circle on the second floor of Memorial Union – an intimate, flexible-seating black box theater with a capacity of 182 seats.

Committee members do not serve as performers themselves. The “Performing Arts” committee name refers to the service of programming the performing arts for the campus and the greater Madison community.

As a professional organization, working with celebrities and professional artists, WUT requires a rigorous operation with strict deadlines, timelines, and varying work schedules, including normal business hours, evenings, weekends, and summer months. Event days can require long hours. As a presenter of the performing arts rather than of commercial entertainment, 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. The student voice is a central component of WUT’s identity and future.

Associate Director Responsibilities

General Responsibilities Include

- Attend weekly committee meetings and AD meetings, in which all members have the option to present potential artists for the entire committee to discuss
- Work with Program Advisors and WUT staff to advance and execute WUT’s Season Events
- Coordinate the involvement of committee members as it relates to each AD focus area
- Establish and uphold WUD PAC priorities for the year
- Handle various day-of tasks for events in the Wisconsin Union Theater season as needed
- Approach programming decisions collaboratively, actively seeking and incorporating input from all committee members when developing and evaluating artist and event proposals
- Note that AD focus areas naturally overlap, as PAC’s work is rooted in collaboration and collective ownership of the season overall

Associate Director of Programming (WUT’s 2027-2028 Season)

With support from the WUD PAC Director, WUD PAC Advisors, and Theater Director, the Programming AD for WUT’s 27-28 season takes the lead in developing and managing the committee’s artist selection process. This includes recruiting and identifying WUD PAC members with an interest in and knowledge of various performing arts disciplines and genres; researching and recommending artists; and ensuring the committee is staying on deadline for confirming artists across genres – music, dance, theater, and more – for all 25-30 Season Events. This AD should delegate tasks strategically, involving members based on strengths and interests, while ensuring alignment with WUT’s artistic mission.

This AD will learn best practices for behind-the-scenes work in the live performing arts industry, including communicating with artist representatives, crafting a season calendar, budget tracking, audience development, and more. They will work closely with their advisors and other WUT staff to ensure WUD PAC is meeting programming protocols and deadlines and keeping the day-to-day work moving forward. Ideally, the Programming AD is someone who is a strong communicator, a good project manager, and passionate about the performing arts. The questions they will ask with every opportunity are: What value will this artist or performance bring to the intended audience? Does this align with WUD and WUT’s artistic vision?

Associate Director of Programming (2026-2027 WUD PAC events)

This Programming AD is responsible for leading the committee in programming, producing, and presenting the events WUD PAC would like to do in the current season (between September 2026 and April 2027). This Programming AD is responsible for the follow-through of actions related to the event(s) or project(s) that WUD PAC decides as a committee. With the support from the WUD PAC Advisors, this person manages any performer contracts, communicates with production staff about the event and performers' needs, and works with the Marketing AD to create and implement a promotional plan for each event. Ideally, the Programming AD is someone who is creative, proactive, organized, good at managing people, adept at logistics, and wants a well-rounded experience in project management. They will work closely with the WUD PAC Director. The questions they will ask with every opportunity are: What is the event? What do we need to make this event happen?

Associate Director of Production (WUT's 2026-2027 Season and 2026-2027 WUD PAC events)

The Production AD supports the technical and logistical operations of WUT's Season Events and WUD PAC's school-year productions and events. This position is key in facilitating production meetings, rehearsals, performances, and special events by assisting with stage management, artist handling, setup and teardown, using a radio (walkie-talkie), and communication among production staff, artists, and stagehands. The ideal candidate is a collaborative, detail-oriented individual passionate about live performance and behind-the-scenes work. The questions they would ask with every performance are: What does the day of the event look like? Are all event responsibilities and tasks assigned to someone, and does everyone know their roles?

Associate Director of Marketing

The Marketing AD leads WUDPAC's promotional efforts to encourage students and the wider community to attend shows and educational engagements and increase overall awareness of WUD PAC. They will work with the Wisconsin Union Theater's Marketing Specialist to help ensure fliers, posters, and email blasts for WUDPAC events are accurate and timely. The Marketing AD is ideally someone who wants experience in graphic design and promotion and wants to create unique ways of engaging audiences through social media and other means on- and off-campus. The questions they would ask with every performance are: How can this event reach the right people? Why should people want to come?

Associate Director of External Relations

The External Relations AD is a new position dedicated to building generative relationships with organizations on- and off-campus to ensure WUD PAC's programming reflects the desires of the wider community. The External Relations AD will help steward the process with these annual events and will expand collaborations, encouraging student organizations and other potential stakeholders to participate in what WUT and WUD have to offer. This AD leads the efforts for any collaborations, such as co-curating an event, financially sponsoring, donating tickets, creating educational engagements, etc. This position works closely with WUT's marketing, ticketing, and artist services staff to identify opportunities and create a strategic plan for connecting to different audiences throughout the season. Ideally, this External Relations ID is innovative, a champion of the performing arts and community engagement, and can see connections and throughlines between people, organizations, and events. This person should be a people-person, an effective communicator, and a go-getter. The questions they will ask with every opportunity are: Is there an opportunity for meaningful partnership or collaboration? Will everyone involved gain something by working together that they couldn't achieve alone?

About the Wisconsin Union Theater

Since 1939, the Wisconsin Union Theater (WUT) has been a center for cultural activity in the heart of the University of Wisconsin-Madison as the campus's professional performing arts center. Located lakeside at the Wisconsin Union, WUT has three versatile performance venues and an expansive history of remarkable programming. WUT audiences have seen and heard some of the most famous actors, dancers, musicians, and speakers of all time, including Marian Anderson, Louis Armstrong, Dave Brubeck, T.S. Eliot, Ella Fitzgerald, Bela Fleck, Renée Fleming, Robert Frost, Martha Graham, Jascha Heifetz, Zakir Hussain, Bill T. Jones, John F. Kennedy, Angelique Kidjo, Martin Luther King, Jr., Fritz Kreisler, Lizzo, Yo-Yo Ma, Branford Marsalis, Wynton Marsalis, Christian McBride, Edgar Meyer, Itzhak Perlman, Eleanor Roosevelt, Arthur Rubinstein, and Frank Lloyd Wright.

Wisconsin Union Theater is also home to several student, campus, and community events through its rental operation. Tickets for arts events are through Campus Arts Ticketing, which is managed, financed, and operated by the Wisconsin Union Theater. Campus Arts Ticketing distributes approximately 50,000 tickets annually.

WUT has nine full-time permanent staff and more than 50 students and part-time staff.