



Music Committee

Wisconsin Union Directorate

2023-2024 Associate Director Positions

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

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

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 **April 28th** so that we can move forward with interviews. Interviews can be in-person or virtual over zoom. Deadline to interview is **May 5th** and offers will go out the week of **May 8th**!

Make sure to email sjurgensen@wisc.edu or 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 for 2022-2023:

- *Internal*
- *Press*
- *Deputy Director*
- *Promotions*
- *Digital Marketing*
- *Graphic Design*
- *Membership*
- *Behind the Beat*

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

Internal:

What you do:

- Coordinate beginning of semester training events for new members
- Keep tabs on new members who join late and need training
- Make sure we have resources available in our shared Drive (example day-of-show lists, how to email agents, etc.)
- Always know the programming of each venue for the upcoming week
- Track attendance for our concerts and meetings
- Keep track of our confirmed shows in Bookings in Progress sheet
- Process diversity statistics and other show data
- Be available to help if needed during the booking/advancing/running process
- Having ideas for programming on nights that need last minute events
- Coordinate “on call” lists for shows that need last minute cover

Who you are:

Internal AD is someone who knows the ins and outs of the way the committee works. Being able to effectively train members and aid them as they navigate the show booking/running process is essential. Excel spreadsheets are also your friends and you are good at bugging the students who run shows to give you the numbers you need. You love looking at trends and are able to make sure we actually record all the great things we do.

Press:

What you do:

- 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 artist interviews, promotions, and collaborations into programming
- Editor in Chief of written media
- Coordinate WUD Music Office Hours shows
- Serve as a part of the marketing AD team. Available to co-run marketing sub-committee meetings Thursday nights at 6:15

Who you are:

Someone that is willing to collaborate and maintain relationships with all aspects of the local music scene. You will have to work closely with WUD Music members as well as both other student organizations and Madison media outlets. Knowledge of camera equipment, journalistic writing, and public relations is encouraged.

Deputy Director:

What you do:

- Work closely with committee director
- Support all ADs when help is needed
- Aid committee members with advanced bookings if needed (Wasserman, CAA, etc)
- Ensure that diversity and inclusion stay a focal point of our programming
- Organize special events such as Battle of the Bands, Silent Discos, etc.

Who you are:

The deputy director is someone who wants to help with all facets of the committee. From show booking all the way to the day of show, this is someone who has expertise in all areas. Someone who has ideas on how to improve the committee and ensure that diversity, equity, and inclusion stay at the forefront of our programming. Comfortable with self-directed work.

Promotions:

What you do:

- Coordinate marketing efforts at student tabling events (student org fairs, resource fairs, etc.)
- Oversee recruitment efforts
- Maintain an effective timeline for ordering merchandise. This includes committee and promotional merchandise

- Co-run the marketing subcommittee meetings Thursday nights at 6:15
- Handle collaborations and giveaways with non-RSOs
- Head outreach efforts for collaborations with other WUD committees and student orgs
- Field questions by student organizations about collabs
- Regulate committee collaboration application form
- Maintain efforts to keep connections to our campus partners (WSUM, WUDPAC, EMMIE, MSC etc.)
- Expand our ideas of programming outside of concerts
- Create collaboration materials to send out to different organizations

Who you are:

Promotions AD is someone who LOVES the committee. Talking about the benefits of the committee and the excitement of our programming should be second nature. 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. You know how to engage students and grab their attention. The promotions AD is also constantly thinking of creative ways we can expand our programming with the help of other people on campus. 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. You are always the first to reach out when you have an idea and you want to discuss every idea you have. You want to bring diversity to our program and to the people who enjoy it.

Digital Marketing:

What you do:

- Create a marketing plan and budget at the beginning of each semester
- Coordinate the Marketing subcommittee - spread out tasks to members excited to help!
- Schedule Tweets, Facebook posts, and Instagram posts for a marketing campaign
- Work alongside members as they book shows to coordinate marketing plans
- Make sure that there is a Facebook event page for every show and invite people to shows
- Be up to date with shows coming up and be in contact with committee members to request information for their show to create social media posts
- Focus on updating the Union WUD website so that we are presenting ourselves with professionalism
- Primary marketing sub-committee meeting runner. You will work with promotions and press ADs to develop the agenda, but you will be actively running the meeting!

Who you are:

The Marketing AD will wear a lot of hats, staying on top of shows as they are being booked and seeing through until they've been produced. 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.

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 zines, websites, and social media content
- Follow your creative passions!

Who you are:

You, 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 specific social media channels, specifically Instagram. You are okay with making a few edits and taking critiques. Additionally, this person is expected to have sufficient experience in the Adobe Creative Suite and will need to provide work samples if interviewed. Someone willing to delegate. This is a demanding position, but 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:

- Oversee the WUD Buddies program
- Plan social events for the committee
- Check in with WUD Buddy group leaders once a week and provide ideas for engagement activities when needed
- Foster an inclusive environment within the committee by planning and incorporating DEI events
- Maintain interested bands list and encourage new members to book shows
- Work with other ADs and the Director to create an incentive program for outstanding members
- Know who is running shows and ensuring first time show runners have an experienced member on hand
- Work with promotions AD to maintain recruitment and retention efforts throughout the whole year
- Lead by example!

Who you are:

The kind of person willing to go up to a new member at a meeting and invite them to sit with you! You're one of the friendliest members we've got and want to make sure everyone feels included. This position involves monitoring the welcoming environment of our committee, so you're comfortable communicating with the AD team when things need to change. 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 4-6
- Lead a subcommittee of members in charge of coordinating bands for the Jazz series
- Work with Promotions AD to promote the series
- 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.