



Director of Corporate Relations

Last revised: April, 2023

SHINERAMA COMMITTEE

Shinerama is Canada's largest post-secondary fundraiser that supports Cystic Fibrosis Canada. The UofM campaign is housed by the Commerce Students' Association (CSA) of the Asper School of Business. Shinerama hosts various events from May to September focused on raising both money and awareness for Cystic Fibrosis Canada. Cystic Fibrosis (CF) is the most common fatal genetic disease affecting both Canadian children and adults and is a disease for which there is no cure.

POSITION OVERVIEW

The Director of Corporate Relations is an exciting role that provides individuals with the opportunity to work with businesses to secure in-kind and monetary donations for the Shinerama charity campaign. The main responsibility of the role will be to plan and execute Shinerama Prize Basket Giveaway using acquired donations, amongst other duties. The Directors of Corporate Relations will also assist the rest of the committee in promoting all Shinerama events and securing partnerships where needed.

POSITION RESPONSIBILITIES

- Plan and execute the Shinerama Prize Basket Giveaway
- Secure volunteer incentives and donations for other Shinerama events
- Secure monetary sponsorships where applicable
- Assist in promoting events
- Attend committee meetings and Shinerama events
- Other tasks as required



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LINES OF COMMUNICATION

- Shinerama Co-Chairs
- Shinerama Committee Members
- Business Community Representatives
- University of Manitoba Students

SKILLS DEVELOPED

- Business Communication
- Sales and Negotiation Tactics
- Interpersonal Skills
- Teamwork

POSITION DETAILS

Number of positions available: 2

Reports to: Shinerama Co-Chairs

COMMITMENT LEVEL

Summer 2022	Fall 2022	Winter 2023
High	High	N/A

High = 10-15 hours a week

Medium = 5-10 hours a week

Low = Less than 5 hours