



TCW Director Of Corporate Relations

Last revised: April, 2023

THE COMMERCE WEEK (TCW):

The Commerce Week (TCW) is the official orientation week for incoming Asper School of Business Students, hosted by the Commerce Students' Association. The week consists of Orientation Day, the TCW Beverage Gardens, and the Commerce on the Quad Commerce Social which are hosted for all University of Manitoba students.

POSITION OVERVIEW

Directors of Corporate Relations seek to form innovative new partnerships between companies and the CSA through the TCW brand, while maintaining and growing existing partnerships. These partnerships are critical to the viability and success of all TCW events.

POSITION RESPONSIBILITIES

- Develop sponsorship packages for use when promoting TCW to potential new sponsors
- Pursue partnerships (cash and in-kind) for TCW events with companies that are not a part of the CSA's Corporate Partners' Program
- Coordinate with previous TCW event sponsors (cash and in-kind) to maintain and develop enhanced relationships between the CSA and TCW sponsors
- Maintain a database of sponsors approached, gained, and lost
- Liaise with Event Coordinators to ensure mutual understanding of sponsor benefits and expectations from both parties
- Work together with Marketing Coordinators and Events Coordinators, to coordinate games and giveaways

- Attend bi-weekly TCW Committee Meetings
- Attend and assist with all TCW events



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LINES OF COMMUNICATION

- Committee members
- TCW Co-chairs and VP Student Life
- Vice President Corporate Relations and CSA Managers of Corporate Relations (MCRs)
- Established and potential sponsors of TCW
- Members of the Winnipeg Business Community

SKILLS DEVELOPED

- Relationship building
- Business communication
- Sales and negotiation
- Creativity

POSITION DETAILS

Number of positions available: 2

Reports to: TCW Co-Chairs

COMMITMENT LEVEL

| Summer 2023 | Fall 2023 | Winter 2024 |
|-------------|-----------|-------------|
| High | High | N/A |

High = 10-15 hours a week

Medium = 5-10 hours a week

Low = Less than 5 hours