



Director of Promotions

Last revised: March 2026

COMMERCE CARES COMMITTEE

The Commerce Cares Committee is a small leadership group where individuals will work closely with each other to plan and execute the Asper Mentorship Program, Student Appreciation Week, and other mental health initiatives.

POSITION OVERVIEW

The Director of Promotions is an exciting role that provides individuals with both the opportunity to learn about the various facets of event planning and corporate sponsorship. They will provide assistance to the Commerce Cares Co-Chairs in the coordination of logistics for their events as well as obtain in-kind donations and potential collaborations.

POSITION RESPONSIBILITIES

- Assist in the planning of the Asper Mentorship Program, Student Appreciation Week, and other mental health initiatives
- Communicate with multiple internal and external parties to ensure the events are run as smoothly as possible
- Do external outreach to Winnipeg companies collecting in-kind donations and potential event collaborators.
- Help with promoting events
- Attend committee meetings
- Other tasks as required

LINES OF COMMUNICATION

- Committee members
- Commerce Cares Co-chairs, VP Student Life, VP Corporate Relations
- Various external contacts related to event planning and corporate relations.



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SKILLS DEVELOPED

Business communication
Event planning
Organization Skills
Interpersonal skills
Negotiation

POSITION DETAILS

Number of positions available: 2
Reports to: Commerce Cares Co-Chairs

COMMITMENT LEVEL

Summer 2025	Fall 2025	Winter 2026
Low/Medium	Medium	Medium

High = 10-15 hours a week

Medium = 5-10 hours a week

Low = Less than 5 hours