



# Director of Corporate Relations

Last revised: March 2026

## **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 October 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 offers the opportunity to work closely with businesses to secure both in-kind and monetary donations for the Shinerama charity campaign. The main responsibility of this role is obtaining in-kind donations for prize baskets, giveaways, and event materials to help reduce overall campaign costs. In addition, the Director will support the broader committee by promoting Shinerama events and building strategic partnerships to enhance campaign success.

## **POSITION RESPONSIBILITIES**

- Plan and execute Shinerama prize basket giveaways
- Secure in-kind donations for giveaways, volunteer incentives, and event materials
- 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: 1

Reports to: Shinerama Co-Chairs

## COMMITMENT LEVEL

Summer 2025	Fall 2025	Winter 2026
High	High	N/A

High = 10-15 hours a week

Medium = 5-10 hours a week

Low = Less than 5 hours