



# Director of Marketing

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 Marketing is responsible for all Shinerama marketing, including the monitoring and updating of all Shinerama social media pages (Instagram, Linktree, etc.). This also includes ensuring students know about all Shinerama events and volunteer opportunities. The Directors of Marketing are also responsible for updating the campaign website when need be. Graphic design experience is not a requirement, but is considered an asset.

## POSITION RESPONSIBILITIES

- Promote campaign events using social media and in-person platforms
- Promote involvement opportunities to prospective volunteers
  - Includes classroom talks and using physical marketing materials to promote Shinerama across campus
- Create diverse marketing materials to support campaign messaging and events (e.g., graphic design, promotional and informational reels)
- Update the Shinerama website
- Collaborate with the CSA's marketing team
- Attend committee meetings and Shinerama Events

## LINES OF COMMUNICATION

- Shinerama Co-Chairs
- Shinerama Committee Members



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- University of Manitoba Students

## SKILLS DEVELOPED

- Social Media Management
- Graphic Design Skills
- Time Management
- Organizational Skills

## POSITION DETAILS

Number of positions available: 3

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