



Director of Public 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 Public Relations is an exciting role that focuses on acquiring media coverage (radio, television, newspapers) throughout the Shinerama campaign, from the beginning of May to mid-fall. The Director of Public Relations main responsibility is to raise awareness for the Shinerama campaign and Cystic Fibrosis Canada.

POSITION RESPONSIBILITIES

- Obtain media coverage for Shinerama events
 - This includes raising awareness for Shinerama and Cystic Fibrosis Canada
- Attend committee meetings and Shinerama Events
- Other tasks as required

LINES OF COMMUNICATION

- Shinerama Co-Chairs
- Shinerama Committee Members
- Media Organizations and News Outlets
- University of Manitoba Students



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SKILLS DEVELOPED

- Teamwork
- Interpersonal Skills
- Time Management
- Organizational Skills

POSITION DETAILS

Number of positions available: 1

Reports to: Shinerama Co-Chairs

COMMITMENT LEVEL

Summer 2025	Fall 2025	Winter 2026
Medium	Medium	N/A

High = 10-15 hours a week

Medium = 5-10 hours a week

Low = Less than 5 hours