



TCW Director of Promotions

Last revised: March 2026

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

The TCW Director of Promotions are responsible for logistics of the week including: booking venues, helping with the organization of external parties, and being an extra hand for the Co-Chairs. Additionally, they are responsible for corporate outreach, collecting in-kind donations and potential collaborating parties.

POSITION RESPONSIBILITIES

- Work together with TCW Co-Chairs, to develop programming and schedules for all TCW events

- Assist TCW Co-Chairs with any input required for event permitting

- Facilitate all event venue platform agenda creation and bookings

- Book and manage all event entertainment

- Communicate with various external parties including security, police, Red Frogs, the University of Manitoba, and more

- Coordinate with the Marketing coordinator to decide on the venue for creation of all promotional videos

- Work to ensure arranged sponsorship

- Attend 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
Various external contacts (talent, security, etc.)
The Dean's Office and University of Manitoba

SKILLS DEVELOPED

Event planning
Interpersonal skills
Business communication skills
Budget management
Permit management

POSITION DETAILS

Number of positions available: 2
Reports to: TCW 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