

# California State University, Long Beach

## FORTY-NINER STUDENT MEDIA



**Position Title:** Public Relations and Promotions Intern  
**Division:** Forty-Niner Student Media  
**Department:** 00116 Journalism-4601  
**Reports To:** Jennifer Newton, Faculty Advisor  
**Payroll Classification:** Internship, Class Credit  
**Assignment Duration:** Spring 2022 (start date January. 10, 2022)

### GENERAL STATEMENT

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Forty-Niner Student Media, business operations for the [Daily Forty-Niner](#), [DIG MAG](#) and [DÍG En Español](#) at California State University, Long Beach (CSULB), is looking for **two Public Relations (PR) and Promotions Interns** for the Spring 2022 semester.

The **PR & Promotions Interns** will support the business team in all efforts to increase brand awareness for the student media entities, including coordinating public relations activities, planning promotional events, strategizing new and unique ways to increase brand awareness, writing press releases and blog posts, conducting media outreach and coordinating strategic partnerships.

This position is designed to help public relations, business, marketing and/or journalism students receive instruction and gain real-life experience developing promotional strategies for a media company. Prior experience in public relations is not required but is preferred. The applicant must have knowledge of the Daily Forty-Niner, DIG MAG and DÍG En Español, as well as some knowledge of basic public relations and promotions activities. The best candidates will be organized self-starters who are passionate about CSULB and campus media.

### ESSENTIAL DUTIES AND RESPONSIBILITIES. Other duties may be assigned.

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1. Brainstorm new and effective ways to increase brand awareness of the publications across campus and in the Long Beach community.
2. Ensure PR and promotions projects for all publications run smoothly, meet all deadlines and come in at or under budget.
3. Develop strategic partnerships with influential businesses and people on- and off-campus.
4. Coordinate promotional events.
5. Conduct audience research.
6. Write, edit and update staff blogs on publication websites.
7. Write, edit and distribute press releases.
8. Edit graphics and promotional materials.
9. Assist in social media management for business team channels.
10. Manage and promote Student Discount Resource Guide on Daily49er.com
11. Work with the Distribution Team to increase publication visibility.
12. Perform other job-related functions as required.

## MINIMUM QUALIFICATIONS AND SKILLS

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1. Must be a CSULB student, enrolled in 6 units or more, maintaining a minimum 2.0 GPA. Open to all majors.
2. **\*\*Must be enrolled in JOUR 498 Internship or equivalent internship class.**
3. Strong written, verbal and interpersonal communication skills.
4. Strong attention to detail; ability to take initiative.
5. Strong organizational and time management skills.
6. Self-motivated with a positive attitude.
7. Effectively work in a team and independently.
8. Ability to work with diverse populations and keep confidential information.
9. Proficient in Microsoft Office 365 and Google Drive.
10. Knowledge of the Daily Forty-Niner, DIG MAG and DÍG En Español.

## COMMITMENT & COMPENSATION

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1. 100+ hours over the spring 2022 semester
  - a. Start date is January 10, 2022
  - b. End date is May 13, 2022
2. Flexible hours: Ability to work around student's class schedule.
3. Must be able to meet weekly (in person or via Zoom) with the PR & Promotions team.
4. May be required to attend events outside of normal business hours.

## APPLICATION INSTRUCTIONS

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1. Submit resume to Director of Operations; Sai Lwin, [business@daily49er.com](mailto:business@daily49er.com) with the subject line as follows; **Name, PR and Promotion Internship Application, 2021-2022.**
2. The deadline for submission is **December 1, 2021.**

## SUPERVISOR

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Jennifer Newton, Business, Advertising and Public Relations Adviser  
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