

California State University, Long Beach

FORTY-NINER STUDENT MEDIA



Position Title: Public Relations and Promotions Intern,
Daily Forty-Niner
Division: Forty-Niner Student Media
Department: 00116 Journalism-4601
Reports To: Jennifer Newton, Faculty Advisor
Payroll Classification: Internship, Class Credit
Assignment Duration: Fall 2022 (start date August 22, 2022)

GENERAL STATEMENT

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 a **Public Relations (PR) and Promotions Intern** to work on the **Daily Forty-Niner** account for the Fall 2022 semester.

The **PR & Promotions Intern** will support the business team in all efforts to increase brand awareness for the Daily Forty-Niner, 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, 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.

1. Brainstorm new and effective ways to increase brand awareness across campus and in the Long Beach community.
2. Assist in coordinating promotional events.
3. Conduct audience research.
4. Write, edit and update staff blog.
5. Write, edit and distribute press releases.
6. Edit graphics and promotional materials.
7. Create social media posts to promote campaigns and projects.
8. Grow and promote Student Discount Resource Guide on Daily49er.com
9. Work with the Distribution Team to increase publication visibility.
10. Perform other job-related functions as required.

MINIMUM QUALIFICATIONS AND SKILLS

1. **Must be enrolled in JOUR 498 Internship or equivalent internship class.**

2. Must be a CSULB student, enrolled in 6 units or more, maintaining a minimum 2.0 GPA.
Open to all majors.
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

1. 100+ hours over the semester
 - a. Start date is August 22, 2022
 - b. End date is December 9, 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

1. Submit resume to PR & Promotions Manager Kaitlyn Rowell, pr@daily49er.com, with the subject line as follows; **PR & Promotions Internship Application, Your Name, Fall 2022.**
2. The deadline for submission is **August 10, 2022.**

SUPERVISOR

Jennifer Newton, Business, Advertising and Public Relations Adviser
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