

# California State University, Long Beach

## FORTY-NINER STUDENT MEDIA



**Position Title:** Advertising Manager  
**Division:** Forty-Niner Student Media  
**Department:** 00116 Journalism-4601  
**Reports To:** Jennifer Newton, Faculty Advisor  
**Payroll Classification:** Student Assistant, Part-Time, Hourly  
**Assignment Duration:** Academic Year, Summer 2022 – Spring 2023

### 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 an **Advertising Manager** for the 2022 – 2023 academic year.

The **Advertising Manager** will support the business team and lead the advertising team in all efforts to increase advertising revenue by selling digital and print advertising space for all three publications. In addition, they will make connections with potential advertising clients and maintain excellent relationships with advertising clients.

This position is designed to help business, marketing, advertising, public relations and/or journalism students receive instruction and gain real-life experience developing advertising strategies for a media company. Prior experience in advertising 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 business operations. 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. Manage advertising executives, assistants and interns.
2. Meet or exceed monthly advertising sales goals.
3. Maintain positive relationships with existing clients.
4. Research and foster relationships with potential new clients.
5. Grow digital advertising sales including website, social media, podcast, video.
6. Compile new sales into insertion order documents and ensure paperwork is completed properly.
7. Communicate with the business manager to ensure invoices and payments are processed correctly and in a timely fashion.
8. Communicate with graphic designers to ensure art is delivered on time and is designed properly for publication.
9. Work with editorial teams to ensure advertisements run correctly.
10. Circle back with clients to ensure their ads or art is delivered by the deadlines.
11. Develop creative, out-of-the-box advertising ideas to win new business and innovate the publications' advertising presence.

12. Brainstorm new and effective ways to increase advertising revenue for the publications across campus and in the Long Beach community.
13. Coordinate strategic partnerships with influential businesses and people on- and off-campus.
14. Manage and promote Student Discount Resource Guide on Daily49er.com.
15. 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. Strong written, verbal and interpersonal communication skills.
3. Strong attention to detail; ability to take initiative.
4. Strong organizational and time management skills.
5. Self-motivated with a positive attitude.
6. Effectively work in a team and independently.
7. Ability to work with diverse populations and keep confidential information.
8. Proficient in Microsoft Office 365 and Google Drive.
9. Knowledge of the Daily Forty-Niner, DIG MAG and DÍG En Español.

## COMMITMENT & COMPENSATION

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1. 8 – 12 hours per week, \$15/hour. Potential for commission.
2. The position for the 2022 - 2023 academic year
  - a. Summer 2022 Work Period: June 6 - August 16
  - b. Fall 2022 Work Period: August 17 - December 17
  - c. Winter/Spring 2023 Work Period: January 4 – May 5
3. Flexible hours: Ability to work around student's class schedule.
4. Must be able to meet weekly (via Zoom) for the managers' meetings.
5. Must be able to meet monthly (in person) for business staff meetings.
6. Must be able to attend training over summer.

## APPLICATION INSTRUCTIONS

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1. Submit your resume to Director of Operations Sai Lwin, [business@daily49er.com](mailto:business@daily49er.com) with the subject line as follows; **Name, Advertising Manager Application, 2022 – 2023.**
2. The deadline for submission is **April 21, 2022.**

## SUPERVISOR

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Jennifer Newton, Business, Advertising and Public Relations Adviser  
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