

West Virginia Broadcasters Association

Media Account Manager

Jobs in Broadcasting ,United States



Job Description

Job Details

Description

About Gray Television:

Gray Television is a leading media company that owns and operates high-quality stations in 113 television markets that collectively reach 36 percent of US television households.

We constantly strive for excellence. Through upgrading to the latest technology and seeking new ways to stay on top in our markets, we focus on training and development of the best and brightest employees in the business.

About WTAP:

WTAP is the main voice in the Mid-Ohio Valley. We may be among the smallest TV stations in America, but we are also one of the most dynamic. With state-of-the-art technology, a terrific on-air look, and a dynamic digital presence. WTAP's NBC, FOX, CBS, MeTV and CW channels reach over 55,000 households in our Assigned Coverage Area of Wood and Pleasants Counties in West Virginia, as well as Washington County in Ohio. Our total household coverage is closer to 70,000 because of loyal viewership in surrounding counties as well! Along with wtap.com, our full television platform is the Mid-Ohio Valley's premier source for local news, weather, sports, entertainment, and community involvement. Running your commercial on our Broadcast sources and online platforms will associate your brand with our trusted content.

Job Summary/Description:

Are you a Sales Performer ready to take it to the next level? WTAP has the best culture and extensive training for top performers. WTAP is currently searching for a Media Account Manager to work with local businesses and help them grow through advertising on our broadcast networks (NBC, CBS, FOX, and MeTV) and a full suite of digital marketing products.

Duties/Responsibilities will include (but not limited to):

- Identify, develop, and expand existing and new client relationships & key accounts
- Contact local direct clients and advertising agencies, acting as a liaison between the station and the advertising community
- Make customer-focused sales presentations to all classifications of clients to obtain orders for advertising time
- Ensure clear understanding and interpretation of client needs, and recommend appropriate solutions, to meet requirements
- Coordinate internally the actual purchase of advertising time, placement of the schedule
- Develop short and long-range plans for revenue growth. Overachieve monthly/quarterly in new local direct television and digital I revenue quotas
- Negotiate advertising rates, create oral & written presentations; and coordinate commercial production with creative team

Qualifications/Requirements:

- The successful candidate will be good at networking and comfortable speaking to people they've never met. While training will be provided on our software systems, candidates should already be comfortable working with computers
- Familiarity with different types of marketing is preferred

Interested applicants can go to <https://gray.tv/careers#currentopenings>, you may type in job title, station call letters, or click on "apply now", we encourage you to upload a resume, cover letter, and references

(Current employees who are interested in this position can apply through the Gray-TV UltiPro self-service portal)

WTAP-TV/Gray Television, Inc. is a drug-free company

Additional Info:

Gray Television provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics. In addition to federal law requirements, Gray Television complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.

Gray Television expressly prohibits any form of workplace harassment based on race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, genetic information, disability, or veteran status. Improper interference with the ability of Gray's employees to perform their job duties may result in discipline up to and including discharge.

Gray Television encourages all new employees to be fully vaccinated against the coronavirus virus before or by the first workday.

Travel Required

Yes.

Qualifications

Motivations

Preferred

Self-Starter: Inspired to perform without outside help

Licenses & Certifications

Required

Drivers License

Company Details

Name

Sarah Misel

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More details

Business Name	Gray Television dba WTAP TV
Education	High School
Job Type	Full Time
Job Status	Interviewing
Job Shift	Morning
Required Travel	As Assigned
Link To Apply	Apply Online