West Virginia Broadcasters Association

Media Executive

Jobs in Broadcasting ,United States

Job Description

Description

About Gray Media:

Gray Media, or Gray, is a multimedia company headquartered in Atlanta, Georgia, formally known as Gray Television, Inc. The company is the nation's largest owner of top-rated local television stations and digital assets serving 113 television markets that collectively reach approximately 36 percent of US television households. The portfolio includes 77 markets with the top-rated television station and 100 markets with the first and/or second-highest-rated television station, as well as the largest Telemundo Affiliate group with 43 markets totaling nearly 1.5 million Hispanic TV Households. The company also owns Gray Digital Media, a full-service digital agency offering national and local clients digital marketing strategies with the most advanced digital products and services. Gray's additional media properties include video production companies Raycom Sports, Tupelo Media Group, and PowerNation Studios, and studio production facilities Assembly Atlanta and Third Rail Studios.

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 include, but are 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, in order 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 revenue quotas
- Negotiate advertising rates, create oral & written presentations; 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.

If you feel you're qualified and want to work with a great group of people, go to https://gray.tv/careers#currentopenings*, you may type in the job title, station call letters, or click on* ***"apply now"****, upload your 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 Media is a drug-free company

Additional Info:

Gray Media 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 Media 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 Media 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.

Equal Opportunity Employer
This employer is required to notify all applicants of their rights pursuant to federal employment laws. For further information, please review the Know Your Rights notice from the Department of Labor.

Company Details

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More details

Business Name	Gray Media Group dba WTAP
Education	Undergraduate
Job Type	Full Time
Job Status	Interviewing
Job Shift	Morning
Required Travel	As Assigned
Link To Apply	Apply Online