

# West Virginia Broadcasters Association

## Media Executive

Jobs in Broadcasting ,United States



# HERE FOR YOU

### Job Description

#### Media Executive

**WVVA** in Bluefield WV, a Gray Local Media station, is looking for a highly motivated, competitive, and goal driven Media Executive to join our sales team.

If you're looking for a challenging opportunity that allows you to use your customer service and sales background, here it is!

We are seeking a sales superstar gifted in developing, presenting and implementing comprehensive multimedia marketing solutions.

The ideal candidate will be disciplined, have a self-starter mentality and be customer service oriented. This challenging and rewarding position will be responsible for identifying and acquiring new prospects and connecting them with our best marketing solutions to help grow their business.

We constantly strive for excellence. Through upgrading to the latest technology and seeking new ways to stay on top in our market, we focus on training and development of the best and brightest employees in the business. This position includes training in all aspects of TV sales and research as well as New Business development.

Duties and Responsibilities: (include but not limited to)

- Develop creative ideas and advertising campaigns for clients.
- Grow new local and digital business.
- Work collaboratively with all sales team members.
- Full participation in Gray Television training programs.

Qualifications: (include but not limited to)

- Bachelor's degree in marketing or related field preferred.
- Great communication skills, both written and verbal.
- Good presentation skills.
- Solid computer skills.
- Reliable transportation.
- Outside sales experience a plus.
- Must have a valid driver's license and pass motor vehicle records check.

Nestled in the heart of the Appalachian Mountains in Nature's Air-Conditioned City, Bluefield, WV, WVVA TV is centrally located to many major markets. The two Virginia's are home to world-class white-water rafting, thousands of miles of hiking trails, skiing and so much more. We love living here!

If you feel you're qualified and want to work with the best group of people in the business, go to <https://gray.tv/careers#currentopenings>, to apply.

EOE.

### Company Details

|         |                                                          |
|---------|----------------------------------------------------------|
| Name    | Audrey Sluss                                             |
| Phone   | <a href="tel:304-324-0652">304-324-0652</a>              |
| Email   | <a href="mailto:asluss@wvva.com">asluss@wvva.com</a>     |
| Address | 3052 Big Laurel Hwy, Bluefield WV, United States - 24701 |

### More details

|               |                              |
|---------------|------------------------------|
| Business Name | WVVA                         |
| Education     | Undergraduate                |
| Job Type      | Full Time                    |
| Job Status    | Interviewing                 |
| Link To Apply | <a href="#">Apply Online</a> |