

West Virginia Broadcasters Association

Media Executive

Jobs in Broadcasting ,United States



Job Description

Description

About Gray Media:

Gray Media 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. You'll be proud of the work you'll do here. And you'll grow quickly because there is so much opportunity! You'll get to explore whatever you want to do in the communications field, whether it's on-camera, behind-the-scenes, or in sales. WTAP is involved in the communities we cover. From covering high school sports to participating in local events, to helping small businesses grow and thrive through commercials and mobile products, WTAP does it all. And we do it all - together. The Mid-Ohio Valley includes the communities of Parkersburg, WV, and Marietta, OH, and the 50-mile area surrounding them. It's the kind of place where you can walk down the street and say "hi" to people and they'll say "hi" right back at you! It's the kind of place where local news people become like family to the viewers and online readers they serve and communicate with. There are wonderful parks, great hiking and biking areas, high-quality restaurants, and shopping - whether you like a mall or the uniqueness of small stores on the main street. Our area is big on heritage and the many fairs and festivals reflect that passion. Marietta College gives its hometown a New England feel. Ohio University and the community of Athens, Ohio, are nearby. The Ohio River is the common thread that runs through everything and the Blennerhassett State Park, located on an island of the same name very close to Parkersburg, is a historic and beautiful place to get away to on a summer day. There's much to see and do within a couple of hour's drive from our location in Western West Virginia and

Southeastern Ohio. Whitewater rafting, snow skiing and so much more are available in the mountains of West Virginia. The locally situated Mid-Ohio Valley regional airport and airports in Charleston, West Virginia, Akron, Columbus, and Cleveland, Ohio, give you access to anywhere you want to go. Wherever you may travel though, Our area is proud of its history and heritage with roots in oil and industry which have helped shape our region into what it is today. WTAP's commitment to serving the Mid-Ohio Valley, the place that we call home, shows that it doesn't matter what the market size... we are here doing what matters. To learn more about WTAP, applicants are encouraged to visit <http://www.wtap.com/content/news/?article=402311485&disable=ads>.

Job Summary/Description:

WTAP is seeking a Multimedia Executive to join our dynamic sales team. The primary responsibility of the Multimedia Executive is to develop and sell creative marketing solutions on our top-rated broadcast channels (NBC, CBS, FOX, MeTV) as well as our full suite of digital marketing opportunities (streaming television, social media, search engine marketing, email, streaming audio and much more). The ideal candidate must have the ability to strategize and negotiate multi-platform marketing and advertising projects. We are looking for an individual who is a self-starter and can thrive in a fast-paced multi-platform environment.

Duties/Responsibilities include, but are not limited to:

- Prospect, contact, and present solutions to new prospective clients, generating advertising revenue to achieve and exceed individual budgets
- Manage the entire sales and service cycle from finding a client to securing a deal, servicing, and retaining the business
- Maintain and grow relationships with clients
- Data entry in multiple sales software systems for account management

Qualifications/Requirements:

- High school or equivalent
- Have a valid driver's license
- Sales experience preferred but not required

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.

Gray Media encourages all new employees to be fully vaccinated against the coronavirus before the first workday.

Qualifications

Motivations

Preferred

Self-Starter

: Inspired to perform without outside help

Education

Preferred

High School or better.

Licenses & Certifications

Preferred

Drivers License

Company Details

Name

Sarah Misel

Phone

[3049170106](tel:3049170106)

Email

sarah.misel@wtap.com

Address

One Television Plaza,United States - 26101

More details

Business Name

Gray Media Group 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](#)