

# West Virginia Broadcasters Association

## Media Executive

Jobs in Broadcasting ,United States



### Job Description

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 WSAZ:

WSAZ covers a wide, diverse area comprised of three states. Many small towns sit along the Ohio River and smaller rivers and streams run through rolling hills. Our viewers and customers are extremely friendly and down-to-earth. Although we're not a major metropolitan region, the WSAZ market enjoys relatively close proximity to many large eastern cities and is easily accessible by interstate, rail, river, and air.

We enjoy all four seasons and the activities that come with each. Nature is always a short distance away, with many surrounding state parks and lakes for recreation. Within the larger towns and cities, there is a vibrant nightlife with many outstanding restaurants and local festivals throughout the year.

Since 1949, WSAZ has been the overwhelming number-one choice for Breaking News, Severe Weather coverage, and information in western West Virginia, eastern Kentucky, and southern Ohio. Generations of residents have grown up counting on WSAZ to be a window to their world on-air and now digitally. Our people, on-air and behind the scenes, are trusted friends and neighbors in the community. There is a culture within our walls that recognizes the responsibility we carry, to continue what was started more than sixty years ago. We take pride in our ratings, our content, our status, and the need to maintain the work ethic that

got us to where we are.

There has always been a family atmosphere at WSAZ. We care about each other and know that we are stronger as one team than as many individuals. We take our jobs seriously and know that we can be successful and have fun at the same time.

### **Job Summary/Description:**

WSAZ NewsChannel 3, a dominant NBC affiliate in the Charleston-Huntington television market has an immediate opening for an experienced Multimedia Executive for their Charleston office.

Duties/Responsibilities include, but are not limited to:

- \* Responsible for developing new accounts for WSAZ, WQCW, ME/MY channels and WSAZ Digital products
- \* Expand established customer base by generating new business, selling digital advertising, and growing existing advertising revenue from current clients
- \* Keep up to date on all station product lines and programming features including the product lines and programming features of competing TV stations and other media platforms
- \* Negotiates advertising rates and schedules along with preparing creative written and oral proposals to clients
- \* Provides account updates, communicates monthly projections, and forecasts future advertising business
- \* Monitors accounts receivable of their client base

### **Qualifications/Requirements:**

- \* Excellent organizational, verbal, and writing skills
- \* Capable of handling multiple tasks
- \* Proficient in Microsoft Office Word, Excel, and Powerpoint
- \* Proficient with mobile digital technology

*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**)

*WSAZ-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**

## Education

### Required

High School or better.

## Licenses & Certifications

### Preferred

Drivers License

## Company Details

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## More details

Business Name	WSAZ-TV
Education	Undergraduate
Job Type	Full Time
Job Status	Interviewing
Job Shift	As Scheduled
Required Travel	As Assigned
Link To Apply	<a href="#">Apply Online</a>