

Category:

Media - Journalism - Newspaper

Position/Title:

MULTIMEDIA SALES MANAGER - WSFA

Details:

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 WSFA:

WSFA 12 News is the dominant television and digital media station in Montgomery, Alabama. For over 70 years, WSFA 12 News has served a 15-county DMA and is Central and South Alabama's most trusted source for news, weather and sports information on-air and online.

Job Summary/Description:

WSFA 12 News in Montgomery, Alabama is searching for a Multimedia Sales Manager to lead and manage a sales team of Multimedia Executives, overseeing the development and sale of advertising solutions to various businesses. This role involves a deep understanding of television advertising and digital products, as well as coaching, growing, and teaching the sales team to achieve optimal results. The Multimedia Sales Manager will play a key role in strengthening our multi-platform sales team.

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

- Cultivate a steady stream of new business across all station platforms
- Collaborate with the Sales Management Team to foster a positive and successful culture
- Create client solutions utilizing digital and television products, ensuring client goals are met
- Collaborate with the Sales Management Team to forecast revenue weekly
- Attend sales calls regularly with Multimedia Executives
- Interface with operational systems such as Wide Orbit, Matrix, etc.
- Assist in managing inventory

- Recruit, hire, and train Business Development/Multimedia Executives

Qualifications/Requirements:

- Previous management experience required, with a minimum of 2 years in digital sales management
- In-depth knowledge of how television and digital products synergize for client success
- Specific expertise in digital products and the ability to effectively explain them to customers
- Experience with television station traffic software
- Strong organizational and leadership skills in a fast-paced environment
- Successful experience leading a sales team is highly desirable
- Proven ability to multitask effectively
- Excellent verbal and written communication and presentation skills
- Strong teamwork and collaboration abilities
- College degree preferred

Additionally, the Multimedia Sales Manager should possess:

- Experience in presenting information to business decision-makers
- Strong leadership skills, including training and developing team members
- Proficiency in Microsoft Office Products: Word, Excel, Outlook, PowerPoint
- Adaptability and willingness to explore new methods and strategies
- Ability to successfully pass the MVR check

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)

WSFA-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.

Vacancy Type:

Full Time

Date Posted:

8/15/2025

Closing Date:

11/13/2025

City:

Montgomery - 36104

State:

Alabama

Contact:

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Apply Online URL:

<https://gray.tv/careers#currentopenings>