

Category:

Media - Journalism - Newspaper

Position/Title:

MEDIA EXECUTIVE - 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 45 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, AL has an immediate opening for a Business Development Media Executive to join our team of integrated marketing/advertising professionals. Through the use of effective research, marketing, and advertising, we help our clients find and keep their very best customers. Our goal is to grow our already commanding share of the local broadcast and digital revenue market. If you have media sales experience or a background/ education in Business, and see yourself as a high-energy creative individual who likes working with people, this could be your opportunity. Our ideal hire will be self-motivated to exceed expectations and possess strong consultancy skills and an entrepreneurial spirit.

Duties/Responsibilities include, but are not limited to:

- Research opportunities in your market, generate or follow through on sales leads, both warm and cold, and manage an active pipeline of potential revenue.
- Own the full sales cycle from prospect to close and meet new business revenue and budget goals.

- Be an expert in marketing, and provide expert insights, recommendations, and consultancy to build productive and long-lasting relationships.
- Maintain a consistent pipeline, build pipeline velocity, and forecast with accuracy monthly.
- Design, write, and present marketing presentations.
- Meet or exceed sales expectations, goals, and budgets, and manage your book of sales revenue for retention and growth.
- Manage your book of business using multiple CRM and client management tools and software.
- Communicate and collaborate effectively internally across all WSFA departments and support staff.

Qualifications/Requirements:

- 2-5 years of B2C or B2B outside consultative sales experience (media ad sales experience, preferred)
- Effective prospecting and proven revenue pipeline-building skills.
- Ability to think critically and design solutions for complex problems.
- Ability to successfully manage ambiguity and unexpected change.
- Be teachable and open to best practices and feedback as a means of continuous improvement.
- Be consistent at delivering results through perseverance, humility, and a positive outlook in the face of challenges.
- Must be comfortable selling to, challenging, and building trust-based, value-added relationships with executives.
- Must meet the Gray Television driving requirements and have a valid driver's license.

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:

1/13/2026

Closing Date:

4/13/2026

City:

Montgomery - 36104

State:

Alabama

Contact:

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Apply Online URL:

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