

Category:

Media - Journalism - Newspaper

Position/Title:

SALES ASSISTANT - 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 New/Montgomery, AL – Our Advertising Sales Department seeks a detail-oriented, technology-savvy Sales Assistant capable of producing creative, high-impact sales presentations, managing multiple projects simultaneously, inputting orders, and being an overall part of the selling process. This position requires someone who understands what it means to work hard and is comfortable in a fast-paced environment. The successful candidate must possess a positive attitude and be experienced with PowerPoint and Excel, with the ability to work independently. Experience with digital campaign fulfillment and graphic design is preferred. For the right person, this opportunity can be a stepping-stone to future opportunities in our organization. Competitive salary, full benefits.\

Duties/Responsibilities:

Daily communication with Managers and assigned Media Executives on all business. Daily maintenance of digital campaigns, digital creative, digital reporting, preemptions, client aging, avails, presentation building, order entry, and general assistance as assigned. This position also acts as a backup for other SAs and the traffic department as needed.

Please note - primary job duties and responsibilities include, but are not limited to, the information listed above.

Qualifications/Requirements:

- Detail-oriented.
- Ability to effectively multitask and manage multiple projects at once.
- PowerPoint and Excel skills.
- Data entry.
- Front-facing client communication via email, phone, and in-person meetings.

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:

9/23/2025

Closing Date:

12/22/2025

City:

Montgomery - 36104

State:

Alabama

Contact:

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