

ACCOUNT EXECUTIVE (New Business Development Specialist) - WBRC

Details:

About Gray Television:

Gray Television 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 WBRC:

WBRC FOX6 News, the dominant, #1 ranked Gray-owned station in Birmingham, Alabama (Market 46) has an immediate opening for a talented, motivated, and results-oriented Bi-lingual business development specialist to help target the Spanish-speaking community to join our energetic and professional sales team.

We also have a dominant digital presence, using WBRC.com, the WBRC News app, the WBRC Weather app, and social media platforms to connect to a worldwide audience.

Job Summary/Description:

WBRC is looking to grow its already commanding share of the local broadcast and digital revenue with a new business development specialist. To do so, we are looking for the next high-level consultant to join our team. Our ideal hire will be self-motivated to exceed expectations and possess strong consultancy skills and an entrepreneurial spirit. This candidate thrives in a position that holds no limits to growth or success. The account executive is a sales role responsible for identifying, qualifying, and acquiring new prospects and connecting them with our innovative marketing solutions to help them grow their business. This is a role focused on acquiring high-quality clients with significant short and long-term revenue potential.

Duties/Responsible for (but not limited to) the following:

- You will research opportunities in your market, generate or follow through on sales leads both warm and cold, and manage an active pipeline of potential revenue.
- You will own the full sales cycle from prospect to close and meet new business revenue and budget goals.
- Design, write, and present marketing presentations.
- Meet or exceed sales expectations, goals, and budgets, and manage your own 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 Hawaii News Now departments and support staff.
- You will be an expert in marketing, and provide expert insights, recommendations, and consultancy to

build productive and long-lasting relationships. You will maintain a consistent pipeline, build pipeline velocity, and forecast with accuracy monthly.

Qualifications/Requirements:

- 2 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, specifically with the Chief Marketing Officer, Chief Sales Officer, Sales Operations, and Marketing VPs and Managers.

WBRC/WTBM-TV/Gray Television Group, Inc. is a drug-free company

Additional Info:

Gray Television 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 Television 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 Television 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 Television encourages all new employees to be fully vaccinated against the coronavirus virus prior by the first workday.

Contact:

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.

Apply Online URL:

<https://recruiting.ultipro.com/GRA1017GRYT/JobBoard/ae441110-89bd-444d-8ad2-b76c7b9db7a9/OpportunityDetail?opportunityId=bfbe2877-d0a0-4590-b986-180e3e5ba4b9>