

WVLT/GRAY TELEVISION JOB DESCRIPTION

Job Title: Director of Business Development

General Purpose of Position:

WVLT-TV in Knoxville, Tennessee has an immediate opening for a Director of Business Development. WVLT is a fast-paced, growing and team-focused environment. This leadership position oversees the development of new business on our CBS and My Network TV stations as well as our digital products. In addition to business development duties, this position oversees the sales of our sports products from CBS, the SEC Network and the Vol Network.

Essential Job Duties and Responsibilities:

- Oversee all business development activities for local and national clients.
- Accompany account executives on sales calls.
- Assist account executives ascertain client needs, customize client solutions and close business.
- Lead station sales efforts as they relate to all sports products.
- Manage small account list.
- Work collaboratively with other departments on station projects.

Qualifications:

- Minimum three years of experience in outside media sales
- Natural leadership skills
- Competitive nature
- Comfortable communicating and gaining the approval and satisfaction of clients
- Strong organizational skills
- Excellent written and verbal communication skills
- A four-year college degree
- Must be self-motivated and demonstrate the ability to oversee multiple projects independently, as well as collaboratively in a team environment.
- Working knowledge of Nielsen ratings

Miscellaneous:

Job descriptions are subject to change at the discretion of management

To apply for this position send your resume to HR@wvlt-tv.com or

WVLT-TV
Attention:
6450 Papermill Drive
Knoxville, TN 37919

WVLT is an EOE / Pre-employment drug screening required