

MULTIMEDIA CONSULTANT - WLOX

Job Family

Sales

Requisition Number

MULTI006768

Job Code

ACC100

Source Job

ACCOUNT EXECUTIVE S

Budgeted FTE

2

Maximum Headcount

N/A

Continuous Opening (Evergreen)

No

Detailed Description

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 WLOX:

WLOX News Now has the #1 and #2 stations in the Biloxi - Gulfport DMA. We are focused on producing award winning news and telling local stories that matter. We are dominant both on broadcast and digital. This is an excellent opportunity to work for a great station and company.

Job Summary/Description:

WLOX Multimedia Sales Consultants develop and sell advertising solutions to the Biloxi - Gulfport area businesses. WLOX provides extensive training and a proven sales process. Multimedia Consultants meet with business owners and build advertising strategies using television and digital products

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

- Achieve television and digital revenue goals set by the company for existing and developmental accounts.
- Sells advertising time and provides continuous service to advertising agencies and direct accounts.
- Assesses an advertisers marketing needs and develops proposals & presentations to show how the Station can fulfill those needs with a television schedule, internet schedule, commercial concept and/or promotional event.
- Maintains positive client and station personnel relationships.
- Makes presentations to advertisers' key decision makers in written and/or visual form. Manages client

chosen solutions and provides excellent customer service to clients.

- Provides management with timely and accurate monthly, quarterly, and annual budget forecasts.
- Maintains an understanding of local market ratings, competitive media, station strengths, industry and product knowledge.

Qualifications/Requirements:

- * Bachelors degree highly preferred, or equivalent work experience. Related sales/marketing courses and seminars helpful.
- * 2 - 3 years media sales experience preferred (TV, radio, cable.)
- * Proven track record of sales accomplishments and development of successful sales presentations.
- * Knowledge of strengths and weaknesses of competitive media preferred.
- * Strong sales skills, with the ability to create effective sales promotions.
- * Adaptable and effective negotiating skills.
- * Solid computer skills using Excel, Word, and PowerPoint.
- * Knowledge of Nielsen, ComScore, Wide Orbit and Scarborough a plus.
- * Excellent organizational, multi-tasking, and problem-solving skills.

Come join our dynamic sales team, 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

WLOX-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.

As a condition of employment, Gray Television will require that newly hired employees, whether part-time or full-time, be fully vaccinated against the coronavirus by the first workday to the extent permitted by applicable law unless you qualify for a medical or religious accommodation.

Details For Opening



Target Start Date

Not specified

Hours per week

Not specified

Is this opening budgeted?

Not specified

Hours per shift

Not specified

Reason for opening

Backfill or Replacement

WLOX

VACANCY DATA FORM

Full-Time Job Title: Creative Services Marketing Producer	Date Filled: 06/20/2023
Recruitment Source ("RS") Referring Hiree: Gray TV/UKG	Total Number of Interviewees: 6

RS#	RS Information	Source Entitled to Vacancy Notification?	Number of Interviewees Referred by RS for the Full-Time Vacancy
6	INDEED https://www.indeed.com/ <i>Automatic posting from Gray TV/UKG</i>	N	
7	LinkedIn https://www.linkedin.com/jobs	N	
8	Glassdoor www.glassdoor.com/jobs	N	
15	Gray TV/UKG https://gray.tv/careers#currentopenings	N	6
17	WLOX, LLC Bulletin Board	N	
18	WLOX, LLC PSA & PROMOS	N	

Jobs | **Date posted** | Experience level | Salary | Company | On-site/remote | All filters

Wlox in United States
7 results

Set alert

CREATIVE SERVICES MARKETING PRODUCER - WLOX
 Gray Television
 Biloxi, MS (On-site)
 WLOX 2 company alumni work here
 Promoted 1 applicant

DIGITAL NEWS CONTENT PRODUCER - WLOX
 Gray Television
 Biloxi, MS (On-site)
 WLOX 2 company alumni work here
 Promoted 1 applicant

MULTIMEDIA JOURNALIST - WLOX
 Gray Television
 Biloxi, MS (On-site)
 WLOX 2 company alumni work here
 Promoted 0 applicants

GRAY TELEVISION FUTURE FOCUS INTERN - WLOX
 Gray Television
 Biloxi, MS (On-site)
 WLOX 2 company alumni work here
 1 month ago 3 applicants

LOCAL SALES MANAGER - WLOX
 Gray Television
 Biloxi, MS (On-site)
 WLOX 2 company alumni work here
 1 month ago 1 applicant

Configuration Management Analyst (Hybrid)
 Collins Aerospace
 Windsor Locks, CT (On-site)
 \$62K/yr - \$124K/yr (from job description) · Vision, 401(k)
 Apply

WLOX
ABBREVIATED VACANCY DATA FORM

Full-Time Job Title: Creative Services Marketing Consultant	Date Filled: 6/21/2023
Recruitment Source ("RS") Referring Hiree: Gray TV/UKG	Total Number of Interviewees: <i>See Note Below</i>

Note: Please see the Vacancy Data Form for the Creative Services Marketing Consultant position filled on 6/20/2023 for recruitment source information and related documentation. The recruitment efforts used to fill that position, as well as the same interviewees, also apply to this position.

ATTACHMENT C

WLOX
RECRUITMENT INITIATIVES FORM
February 1, 2022 – January 31, 2023

	Type of Recruitment Initiative (Menu Selection)	Date	Brief Description of Activity & Scope of Broadcaster's Participation <i>(where applicable, include job title(s) of station staff involved in the activity)</i>
1.	On air Outreach	On Going	<p>On air invitation to potential employers to receive notification of all available job postings.</p> <p>WLOX EEOC Promo audio – 45 seconds <i>“WLOX-TV, a Gray television station, is committed to a broad applicant recruiting outreach program, in our continuing efforts to represent our diverse community. As part of this effort, we encourage qualified community organizations to become part of the station’s job opportunity notification mailing list.</i> <i>If your organization is interested in becoming part of this list, and you distribute job information or can provide referrals as part of your regular activity, we would like to hear from you. We would then notify you of each opening and ask you to refer individuals to us for consideration.</i> <i>Please send your requests to: WLOX-TV, 208 Debuys (Dah-Bees) Rd., Biloxi, MS 39531.”</i></p> <p>Director of Marketing</p>
2.	Participate in Job Fair	February 22, 2022	WLOX News Director attended Recruiting Day at USM.
3.	Participate in Job Fair	March 8, 2022	WLOX Creative Services Director participated in Careers of the Coast Networking and Job Fair.
4.	Participate in Job Fair	March 24, 2022	Assistant News Director and General Sales Manager participated in Pear River Community College Career Fair.
5.	Participate in Job Fair	March 24, 2022	WLOX News Director attended Recruiting Day at MSU.
6.	EEOC Webinar	February 17, 2022	Office Manager participated in an EEOC training webinar.



The Station for South Mississippi

NONBROADCAST EFFORTS Performed by WLOX-TV Employees


Brad Kessie was involved
(Name of employee)

with the community as recruiter
In what capacity (e.g. speaker, judge, etc.)

at MAB Day at USM
Where (if school, please list grade)

located in Hattiesburg, MS
Town

on February 22, 2022
Date of Event

Signature of Employee  Date 2/23/22



Sherry Boucher

From: Mike Kommersmith
Sent: Wednesday, March 9, 2022 8:12 AM
To: Sherry Boucher
Subject: FW: Careers on the Coast Networking and Job Fair- 03.08.22

Hello,

This goes with the picture I sent you yesterday.

Thank You,

Mike

From: Mary Maner <Mary.Maner@usm.edu>
Sent: Monday, March 7, 2022 3:58 PM
To: laurannetomaszewski <laurannetomaszewski@wafflehouse.com>; Christy.Sevier@franu.edu; Taylor.Nations@MYSRHS.COM; Laney.Zorn@MYSRHS.COM; gabriela.perez@jbhunt.com; elle.kaasik@jbhunt.com; lynsey.n.nejman@jbhunt.com; ihodge@prosolco.com; jhayden@stf.ms.gov; lspears@stf.ms.gov; jducre@gulfport-ms.gov; Kristy.Scobee@dor.ms.gov; Mike.Leleux@vthm.com; sherry.griffin <sherry.griffin@hii-ingalls.com>; Kelsey.Carter@hii-ingalls.com; lamarques.ogans@i9sports.com; jprestidge@bgcgulfcoast.org; Cynthia.Render-Leach@uhsinc.com; Mike Kommersmith <Mike.Kommersmith@wlox.com>; 5914@rmpizza.com; Daryl-Leigh.Swanson@ehi.com; lmorgan@mhg.com; wayneb@knighttrans.com; JoseW@dps.ms.gov; GRobinson@msva.ms.gov; Deaunna.ruzicka@usm.edu; rpouriraji@stoneschools.org; MAnderson@visitinfinity.com; ashleigh.fallo.xjys@statefarm.com; Rusty Anderson <rusty.anderson@usm.edu>; Janasia.Ayers@lhcgroupp.com; Jamie Stanfield <Jamie.Stanfield@usm.edu>; Elyssa Klipsch <Elyssa.Klipsch@usm.edu>; dkgingram@wxxv25.com; daphne.marchese@islandviewcasino.com; O'Bryant, Brooke <brooke.obryant@hajoca.com>; christy.J.Ladner.civ@us.navy.mil; microwder@cspire.com
Subject: Careers on the Coast Networking and Job Fair- 03.08.22

Greetings from Career Services!

We are excited to have you on our USM Gulf Park Campus for the Careers on the Coast Networking and Job Fair, March 8, 2022, 4:30 pm – 6:30 pm.

Below are a few things to keep in mind as you prepare to attend the event:

Careers on the Coast: Networking and Job Fair

Tuesday, March 8, 4:30-6:30 PM

Hardy Hall Ballroom, Gulf Park Campus, The University of Southern Mississippi

730 East Beach Blvd., Long Beach, MS

*Employer / Faculty Meet and Greet from 4-4:30 PM

*Light snacks and refreshments provided

- **Masks are recommended, but not required**
- From 4 – 4:30 PM (Hardy Hall – University Club), employers are invited to network and establish contacts with faculty members from the campus. Faculty members from all disciplines will be present to speak with employers about possible connections for collaboration.
- Each employer will be provided with a table and 2 chairs to set up materials and information from their respective place of business. **Table cloths are not provided.**
- Employers are invited to arrive on campus at 3 PM to begin setting up (Open Parking – Campus Map Attached) Student Leaders will assist with unloading materials in front of Hardy Hall (signs will be posted).
- If you would like to create an employer “Handshake” account (USM -job posting platform for career and internship opportunities), please see the attached instructions.
- Feel free to reach out if you have any questions – Mary.Maner@usm.edu or 228-214-3330.

See you soon, have a fantastic day!



Mary Maner

Assistant Director of Career Services,

Office of the Provost, Gulf Park

730 East Beach Boulevard

Long Beach MS 39560

P: 228.214.3330 | F: 228.214.5461

E: mary.maner@usm.edu

W: www.usm.edu/cs

PEARL RIVER COMMUNITY COLLEGE CAREER FAIR

Poplarville Campus

Wednesday, March 23, 2022

Name of Company: WLOX-TVPerson(s) attending Career Fair: General Sales Manager Dannah Gibbons and
Assistant News Director Rayanne WeissAddress: 208 DeBuys Road, Biloxi, MS 39531Phone: 228-896-1313Email: dgibbons@wlox.com

Please check the appropriate space:

Yes **I DO** plan to attend the Career Fair.Yes 2 **I DO** plan to attend the luncheon. How many guests? 1 or 2 **I DO NOT** plan to attend the luncheon. **I DO NOT** plan to attend the Career Fair.Will you require any accommodation such as electrical outlet, internet access, etc. ? If so, please list your needs: Electrical Outlet and Internet Access
Wifi is fine

Please respond by returning this form to:

Pearl River Community College
Attn: Dr. Amy Townsend
101 Hwy 11 N., Box 5010
Poplarville, MS 39470Fax: (601) 403-1121
Email: atownsend@prcc.edu



The Station for South Mississippi

NONBROADCAST EFFORTS Performed by WLOX-TV Employees


Brad Kessie was involved
(Name of employee)

with the community as Recruiter
In what capacity (e.g. speaker, judge, etc.)

at Mississippi State University
Where (if school, please list grade)

located in Starkville
Town

on March 24, 2022
Date of Event

Signature of Employee  Date 3/24/22

The FCC's Equal Employment Opportunity Rules: A Webinar for Gray Television Licensee, LLC.

On February 17, 2022, the following individuals (listed by name and job title) participated in the above-noted training webinar presented by Joan Stewart of Wiley Rein, LLP.

Participants:

Sherry Boucher, Office Manager

Signed: *Sherry Boucher*

Job title: *Office Manager*

Date: *2/17/2022*

**WLOX, WTBL-LD
RECRUITMENT INITIATIVES FORM**

February 1, 2023 – January 31, 2024

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1.	On air Outreach	On Going	<p>On air invitation to potential employers to receive notification of all available job postings.</p> <p>WLOX EEOC Promo audio – 45 seconds <i>“WLOX-TV, a Gray television station, is committed to a broad applicant recruiting outreach program, in our continuing efforts to represent our diverse community. As part of this effort, we encourage qualified community organizations to become part of the station’s job opportunity notification mailing list.</i> <i>If your organization is interested in becoming part of this list, and you distribute job information or can provide referrals as part of your regular activity, we would like to hear from you. We would then notify you of each opening and ask you to refer individuals to us for consideration.</i> <i>Please send your requests to: WLOX-TV, 208 Debuys (Dah-Bees) Rd., Biloxi, MS 39531.”</i></p> <p>Director of Marketing</p>
2.	Participate in Job Fair	February 8, 2023	WLOX News Director attended Recruiting Day at Jackson State University
3.	Participate in Job Fair	March 9, 2023	WLOX News Director attended Recruiting Day at Mississippi State University.
4.	Participate in Job Fair	March 22, 2023	News Director attended MAB Day at University of Mississippi.
5.	Participate in Job Fair	March 22, 2023	WLOX News Director attended Recruiting Day at Loyola University.
6.	Participate in Job Fair	March 27, 2023	WLOX News Director attended Recruiting Day at Loyola University.
7.	Participate in Job Fair	April 4, 2023	WLOX News Director attended a Recruiting Day at Gray Media Training Center.
8.	Participate in Job Fair	April 5, 2023	WLOX News Director attended MAD Day at University of Southern Mississippi.
9.	Participate in Job Fair	November 15& 16, 2023	WLOX Creative Services Director participated in Pathways 2 Possibilities Career Fair.



February 20, 2023

Dear Brad:

Thank you so much for attending our MAB Day on Campus at JSU on February 8, 2023! We truly appreciate you taking time of your busy schedule to come meet with these students and to represent WLOX. It is such a great opportunity for everyone involved!

Thank you again!

Sincerely,

Amanda S. Kontaine

Executive Director



March 13, 2023

Dear Brad:

Thank you so much for attending our MAB Day on Campus at MSU on March 9, 2023! We truly appreciate you taking time of your busy schedule to come meet with these students and to represent WLOX. It is such a great opportunity for everyone involved!

Thank you again!

Sincerely,

Amanda S. Fontaine

Executive Director



April 3, 2023

Dear Brad:

Thank you so much for attending our MAB Day on Campus at Ole Miss on March 22, 2023! We truly appreciate you taking time of your busy schedule to come meet with these students and to represent WLOX. It is such a great opportunity for everyone involved!

Thank you again!

Sincerely,

Amanda S. Fontaine

Executive Director



The Station for South Mississippi

NONBROADCAST EFFORTS Performed by WLOX-TV Employees

Brad Kessie

(Name of employee)

was involved

with the community as Recruiter (Zoom call)

In what capacity (e.g. speaker, judge, etc.)

at Loyola University

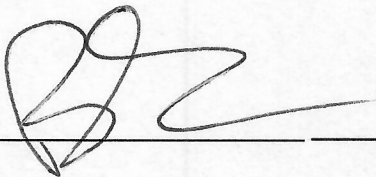
Where (if school, please list grade)

located in New Orleans, LA

Town

on March 22, 2023

Date of Event

Signature of Employee 

Date 3/22/23



The Station for South Mississippi

NONBROADCAST EFFORTS Performed by WLOX-TV Employees

Brad Kessie was involved
(Name of employee)

with the community as Recruiter (In Person)
In what capacity (e.g. speaker, judge, etc.)

at Loyola University
Where (if school, please list grade)

located in New Orleans, LA
Town

on March 27, 2023
Date of Event

Signature of Employee [Signature] Date 3/27/23



NONBROADCAST EFFORTS Performed by WLOX-TV Employees

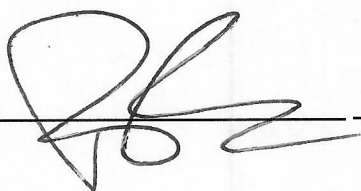
Brad Kessie was involved
(Name of employee)

with the community as Recruiter
In what capacity (e.g. speaker, judge, etc.)

at Gray Medica Training Center
Where (if school, please list grade)

located in Jackson, MS
Town

on April 4, 2023
Date of Event

Signature of Employee  Date 4/6/23



The Station for South Mississippi

NONBROADCAST EFFORTS Performed by WLOX-TV Employees

Brad Kessie

was involved

(Name of employee)

with the community as Recruiter

In what capacity (e.g. speaker, judge, etc.)

at MAR Day at USM

Where (if school, please list grade)

located in Hattiesburg, MS

Town

on April 5, 2023

Date of Event

Signature of Employee

Date

4/6/23

Pathways 2 Possibilities: P2P is an interactive, hands-on, career exploration experience, designed for 8th graders in public and private schools as well as home-schooled students. In a private session Opportunity Youth ages 16-24 years old are also invited to experience P2P. Each student is free to explore a variety of career pathways aligned with the U.S. and state departments of education.

WLOX is the Pathway Leader sponsor for Arts, A/V & Communications Pathways at this event. We set up a Remote Talk Show Studio set up for the students to have a hands-on experience doing an interview format talk show.

Since 2013, over

115,000

Mississippi students have experienced P2P

**10th Annual P2P Gulf Coast
Mississippi**

Wednesday & Thursday

November 15th & 16th 2023

Mississippi Gulf Coast Convention
Center, Biloxi, MS

For more information contact:
Karen Sock, P2P Co - Founder &
Project Manager
karensock52@gmail.com