

COMPANY: GRAY TELEVISION – KPTV
LOCATION: BEAVERTON, OR
PRIMARY INDUSTRY: TV
POSITION: CREATIVE SERVICES DIRECTOR
OPEN DATE: 8.3.23
CLOSE DATE: 10.31.23
FT/PT: FULL TIME

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 KPTV:

KPTV is a Fox-affiliated television station licensed to Portland, Oregon. Owned by Atlanta-based Gray Television, it is part of a duopoly with Vancouver, Washington-licensed MyNetworkTV affiliate KPDX.

Job Summary/Description:

The Creative Services Director is responsible for the creative marketing strategy at KPTV/KPDX, increasing both consumer and business demand. The CSD is responsible for overseeing a team of producers, as well as working directly with sales managers, account executives, clients, on-air reporters, on-air anchors, and news and research managers to strategize, conceive and execute effective promotions, commercial projects, and revenue-generating station projects. The CSD will also identify community and synergistic partners, cultivate relationships and represent the station at partner events.

Duties/Responsibilities will include (but not limited to):

- Advance the brand and image of all station initiatives and use skills and experience to raise the preference level of the station in both ratings and research.
- Serve as a key point of contact on network initiatives.
- Planning and execution of all communications and media actions on all channels,

including online and social.

- Develop and optimize department efficiencies and workflows.
- Manage, lead, challenge, and enhance team of producers and designers on a daily basis.
- Creating and managing promotional collateral to lead our community affairs and outreach efforts.
- Manage all outside media and advertising.

Qualifications/Requirements:

- BA or BS in Advertising, Marketing, or Broadcasting required.
- Five years experience in advertising, marketing or promotion with progressive managerial responsibilities - minimum of four in the television industry.
- Must possess strong advertising, marketing, promotion, broadcast production, and budgeting skills.
- Excellent leadership skills.
- Strong problem-solving skills.
- Excellent verbal and written communication skills.
- Good communication and organizational skills.
- Knowledge of and experience in social media marketing and promotion.
- Strong knowledge of broadcast news promotion.
- Ability to create and execute media plans and events.
- Creative skills including graphic design, editing, shooting, etc are required.

*Interested applicants can go to <https://gray.tv/careers#currentopenings>, you may type in the job title, station call letters, or click on "**apply now**", upload your cover letter, resume, and references.*

(Current employees that are interested in this position can apply through the **Gray-TV UltiPro employee portal**)

KPTV-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 to or by the first workday.

Apply Online URL:

<https://recruiting.ultipro.com/GRA1017GRYT/JobBoard/ae441110-89bd-444d-8ad2-b76c7b9db7a9/OpportunityDetail?opportunityId=030917a9-ca69-43c6-beab-c70bfad24374>

Job posted by an EQUAL EMPLOYMENT OPPORTUNITY EMPLOYER