

NATA Job Description

Revised 2-12-07

Position title: Director of Internal Marketing

Reports to: Assistant Executive Director

Position purpose:

The Director of Internal Marketing maintains and enhances communication within NATA and the athletic training profession. Membership benefits/affinity programs, member publications and corporate programs are categorized as internal marketing efforts.

Dimensions:

Supervises staff: Yes

How many: 4

Budget responsibilities: Yes

Location of position: NATA national office, Dallas, TX

Organizational structure:

Position supervisor: Assistant Executive Director

Supervisor reports to: Executive Director

Peer positions: Director of External Affairs, Director of Research & Education Foundation, Director of Membership & Information Technology, Director of Finance & Administration, Director of Meeting Management

Subordinates: Communications Manager, Graphic Designer, Web Editor, Communications Associate

Essential functions:

1. Produce, and supervise production of, high-quality communications materials for NATA members and non-members. This includes the *NATA News*, *NATA e-Blast Newsletter*, the NATA Web site, podcasts, member brochures and other publications, special e-mail messages, and video programs (more specifics about video below).
2. Select and work with member benefit suppliers/affinity program companies, and promote benefits to members.
3. Administer production of NATA's formal position statements, by working as staff liaison to the Pronouncements Committee.
4. Conduct membership surveys (such as the salary survey and the non-renewal survey), by working with suppliers and other NATA departments.
5. Facilitate Web-based communications systems for NATA members (e.g. CHATS and CAUSE).
6. Serve as liaison to five NATA committees (Pronouncements Committee, College & University Athletic Training Students' Committee, Educational Multimedia Committee, Memorial Resolutions Committee, and Bone and Joint Decade Task Force).
7. Produce video programs for NATA (e.g. Hall of Fame video, Annual Meeting promotional video, other videos for NATA Web site).
8. Actively participate in task forces and special projects (e.g. NATA Rising Stars, Membership Task Force, Nomenclature Task Force, NFL Youth Football Fund project).
9. Facilitate focus groups with NATA members.
10. Respond to various member and non-member e-mails and phone calls, on a wide array of topics.

11. Prepare and maintain the annual Internal Marketing budget.
12. Support the United States Bone and Joint Decade by serving as co-chair of the USBJD Communications & Education Committee.
13. Prepare entries for various awards competitions (IABC, Association Trends, etc.).
14. Actively support ASAE's efforts by presenting at/attending ASAE conferences, and supporting ASAE projects ("Decision to Join").
15. Other duties as assigned (e.g. Governance Task Force, Nomenclature Task Force, legislative issues such as CMS).

Education and experience:

Education – Minimum of Bachelor's Degree

Experience – Minimum of 7 years marketing and communications experience
Supervisory experience