

Title: External Marketing Coordinator

Reports to: External Affairs Director

Job Purpose:

The external marketing coordinator will plan and execute external marketing projects for assigned markets in accordance with agreed business and marketing plans. This position also serves as committee liaison to Council on Employment and Secondary School Athletic Trainers' Committee.

Committees assigned to External Affairs: Council on Employment, Secondary School Athletic Trainers, Clinical/Industrial/Corporate, Revenue, International, Public Relations, Government Affairs and Ethics.

Key responsibilities and accountabilities:

1. Plan and carry out direct marketing activities to agreed budgets and timescales.
2. Research, create and conduct marketing campaigns for secondary school, college/university, youth sports, occupational/industrial and military markets.
3. Researches, writes and submits presentations and article abstracts for secondary school, college/university, youth sports, occupational/industrial and military markets.
4. Writes and edits persuasive letters, brochures, white papers and other documents related to external affairs.
5. Coordinate creation, writing, editing and development of external marketing's fliers and brochures.
6. Undertake market research and analysis for above settings.
7. Provide Public Relations with key market information to align marketing and PR planning.
8. Coordinate and promote seminars and workshops of COE and SSATC.
9. Assist in meeting planning duties for COE and SSATC meetings.
10. Assist COE and SSATC in major projects related to external marketing.
11. Assist as staff liaison to COE and SSATC.
12. Assists in communicating with external groups and NATA liaisons.
13. Travel and exhibit at external events, including trade shows, seminars, and NATA annual conference.
14. Coordinate trade show support materials, including pre-show, on-site and post-show promotions.
15. Create multiple case studies aimed at employers for the above settings.
16. Provide CAN-WORC with any additional resources deemed necessary.
17. Assist National Manager of Markets and Revenue with coordination and recruitment for the VIP session.
18. Provide NATA leadership with quarterly career center reports and yearly member demographic trends reports.