NATA Job Description
Internal Marketing Associate
Revised 2-12-07

Reports to: Director of Internal Marketing

Position concept: Sell advertising for NATA publications, and support those publications with editorial assistance (including writing).

Responsibilities:

1. Perform ad sales (via telephone and computer) for NATA News, Journal of Athletic Training, NATA Calendar, and Convention Daily News
   a. Ensure income surpasses sales goal
   b. Receive materials from advertisers and coordinate with printers
   c. Works with pagination of all publications to see that ads are placed as guaranteed
   d. Proof ads at blueline with editor and designer
   e. Maintain advertising database and mail marketing package to advertisers as necessary
   f. Create new advertising opportunities for all publications

2. Provide editorial assistance for NATA News
   a. Work with selected committee chairs to facilitate committee updates each month
   b. Research and write feature stories as assigned (includes interviewing)
   c. Research and write regular columns as assigned
   d. Coordinate the New Products & Services section each month
   e. Keep the NATA News index current
   f. Work with NATA’s graphic designer to complete basic design tasks

3. Coordinate production of annual NATA Calendar
   a. Work with advertisers to receive appropriate copy, logos, etc.
   b. Work with others to conceptualize the look and coordinate photo shoot(s)
   c. Work with printing vendor
4. Coordinate production of printed *NATA Membership Directory*
   a. Serve as a resource through the edit process and production changes
   b. Work with directory publisher on proofs

5. Assist with production of *Convention Daily News*
   a. Research and write news articles as assigned
   b. Provide input for design
   c. Assist with distribution

6. Perform various tasks to support NATA’s Annual Meeting
   a. Assist with coverage for *Convention Daily News* and *NATA News*
   b. Assist with photo reprints
   c. Other duties as assigned

7. Perform other duties as assigned