

NATIONAL ATHLETIC TRAINERS' ASSOCIATION, INC.
JOB DESCRIPTION
April 2005

TITLE: Director of External Affairs

POSITION REPORTS TO: NATA Assistant Executive Director

POSITION CONCEPT: Strategize and implement external public relations programs for broad consumer and defined market audiences; conduct market development to create job opportunities for members; develop and maintain domestic and international relationships as related to external marketing and public relations; and develop programs that strengthen credibility, enhance visibility and promote the value of athletic trainers and the National Athletic Trainers' Association. Oversee NATA's public relations plans, external marketing programs, external strategic partnerships, reimbursement initiatives and governmental affairs.

DUTIES:

1. Develop and coordinate strategic and tactical public relations programs that enhance the visibility of athletic trainers, NATA members and National Athletic Trainers~ Association on a domestic and international level.
2. Develop and monitor key messages in external public relations and marketing programs; maintain consistency of messages to various audiences.
3. Develop and implement external marketing and public relations programs that enhance the credibility of athletic trainers and NATA.
4. Establish and maintain relationships with organizations and people key to job market development and public awareness and perception of athletic trainers and NATA, including media and other influencers.
5. Develop market research specific to job opportunities in various market segments. Monitor changes in job markets in order to direct resources and report on progress of market development initiatives.
6. Serve as primary staff contact for Council on Employment, Clinical Industrial Corporate Committee. Supervise subordinates work as it relates to World Federation of Athletic Training and Therapy, International Committee, Committee on Revenue, Governmental Affairs and Public Relations committees.
7. Attend meetings, conventions and trade shows of related associations, commercial groups and government agencies to monitor activities related to market development, public perception and awareness of athletic trainers and NATA, and similar initiatives.
8. Develop and maintain workflow and project communication with directors of internal marketing and reimbursement, public relations and government affairs managers and other key staff as determined by projects. The objective is to reduce redundancies within the committee/staff system and leverage existing knowledge.
9. Provide external public relations and marketing support for reimbursement and government affairs initiatives.
10. Supervise public relations manager, reimbursement manager, governmental affairs manager, marketing coordinator and administrative assistant.
11. Develop and maintain budgets.
12. Handle other duties as assigned.