

Job Description

Title: Assistant Executive Director

Reports To: Executive Director

Position Concept

Supervises association's internal and external marketing efforts, including public relations, marketing, communications and corporate programs. Also oversees governmental affairs/reimbursement programs, meeting management staff and special projects. Serves as treasurer of NATA-PAC and staff contact for National Legal Review Program. Directly responsible for sponsorship sales/maintenance and other projects as assigned by the executive director.

Supervisory Tasks

- Supervises department directors for internal marketing, external affairs and meeting management.
- Establishes goals and objectives for departments shown above and ensures that goals and objectives are met.
- Reviews department goals and objectives on a regular basis to ensure consistency with organization's strategic plan.
- Provides input on programs as necessary.
- Oversees budget process and supervises employee review process for departments shown above.
- Encourages interdepartmental communication to further advance the marketing, governmental affairs and reimbursement goals of the association.

NATA-PAC

- Serves in accordance with applicable sections of the Bylaws, the Policies and Procedures Manual, the Articles of Incorporation and other official governance instruments of the Association.
- Acts as custodian of all NATA-PAC funds.
- Administers the day-to-day operations of NATA-PAC.
- Files all appropriate FEC and IRS forms on behalf of NATA-PAC.
- Maintains all NATA-PAC property, including its documents, seals, marks, financial statements, minutes and reports.

- Communicates with the NATA-PAC Board of Directors and committee members between meetings.
- Exercises sound fiscal control.
- Oversees key NATA-PAC activities, including: promotional activities, fundraising activities and the contribution process
- Reviews and approves of all printed NATA-PAC materials.
- Duties as assigned by the NATA-PAC president.

National Legal Review Program

- Manages National Legal Review Program.
- Works with chair of this group in reviewing initial requests for legal assistance.
- Coordinates flow of information between NATA general counsel and volunteer panel.
- Notifies appropriate parties of outcomes.

External Affairs

- Oversees design of association's professional marketing and public relations programs.
- Reviews and approves department projects.
- Handles media requests as necessary.

Governmental Affairs/Reimbursement

- Participates in meetings related to the association's reimbursement and governmental strategies.
- Oversees projects and provides input as necessary.
- Manages activities of NATA's Leadership, Information, Management and Education (LIME) Team. This includes drafting documents to support the group's work, coordinating travel schedules, preparing presentations for the team and managing the budget.
- Works with NATA's lobbyist in identifying and acting on federal legislative issues related to the profession of athletic training.

Internal Marketing

- Oversees all aspects of association's internal marketing program.
- Reviews and approves department projects.
- Serves as managing editor of the *NATA News* and business manager of the *Journal of Athletic Training*.
- Works closely with corporate programs staff in setting sales goals.

Meeting Management

- Revises department goals and objectives and reorganizes duties as necessary.
- Arranges for selection of keynote speaker and handles other convention promotions projects.

Sponsorship Program

- Sells association's official sponsor program to appropriate companies.
- Works with sponsor review group in locating potential sponsors and gaining approval of companies/product categories by the board.
- Negotiates benefits and drafts contracts.
- Monitors sponsorship agreements to ensure that companies receive appropriate benefits.

Special Projects

- Responsible for special projects, including scripts for volunteers or executive director, reports covering cost-savings measures and reviews of departmental structuring.
- Represents association at district meetings and events sponsored by related organizations.
- Develops partnerships with organizations whose interests impact the NATA and the athletic training profession.
- Supervises special projects manager.
- Other duties as assigned.

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