

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