



National Athletic
Trainers' Association

Professional Diversity on Your Staff

Certified athletic trainers have a unique educational and clinical background, making them ideal employees for the growing medical fitness environment.

What is an athletic trainer?

Certified athletic trainers are allied health care professionals trained in prevention, assessment, treatment and rehabilitation of musculoskeletal injuries and illnesses. Their practice area is a subcategory under physical medicine and rehabilitation.

What makes a certified athletic trainer a great choice for your facility?

- Certified athletic trainers have an exercise physiology background combined with medical expertise.
- Certified athletic trainers have the expertise to recognize individual musculoskeletal weaknesses and modify programs accordingly.
- Certified athletic trainers have a dedicated work ethic, and know how to motivate your clients to achieve the results they seek.
- Certified athletic trainers are skilled in strength training and fitness and many hold additional certifications, including the Performance Enhancement Specialist (PES) and Certified Strength and Conditioning Specialist designations (CSCS).
- Certified athletic trainers hold at least a bachelor's degree with a major in athletic training, and more than 70 percent hold a master's degree or higher. Upon degree completion, they must pass a national certification examination. Medically related continuing education is required to maintain certification.

How do athletic trainers fit in to your medical fitness facility?

- Entry level – Certified athletic trainers skillfully motivate patients in post-rehabilitation exercise and educate them about injury prevention. Athletic trainers give your clients the best care and help them stay on their fitness goals, all of which improve outcomes. This helps you maximize your investment in equipment and facilities.
- Director – Many certified athletic trainers hold a master's in athletic training, MBA, MHA and other advanced degrees. Their experience running the business side of athletic training programs and sports medicine clinics qualifies them to do administration, promotion, marketing, regulatory reporting and human resource planning.

The bottom line: Certified athletic trainers are highly capable in planning accelerated return to work programs, significantly reducing re-injury rates and motivating clients to optimum fitness levels safely. These unique qualifications of medical expertise with fitness and conditioning combine to make them ideal employees for your medical fitness facility.



“Certified Athletic Trainers are uniquely trained to work with the physically active population and to help close the loop within the continuum of care, a service that most medical fitness facilities are striving to provide. Athletic trainers are educated and skilled to keep people healthy and active, recognize when they are not, and make the proper referral to get them healthy and active again!”

Richard Gershom, MSS, ATC
Director of Olympic Centers, Tyler, Texas

Now that you know the value of a certified athletic trainer, you should also know how to go about finding the right one to hire.



NATA Career Center—Small cost for a large impact

The National Athletic Trainers' Association (NATA) online career center (www.nata.org/careercenter) is the perfect place to find qualified certified athletic trainers – and vice versa. The Career Center is the #1 page visited by NATA's 30,000 members. More than 80 percent of all practicing certified athletic trainers are members of NATA. That means you can recruit locally or nationally for fewer dollars than a local newspaper ad and you reach only qualified athletic trainers.

For those looking to hire a certified athletic trainer, the Career Center links employers directly to NATA members worldwide, limiting the search to the most qualified pool of candidates available. The cost for listing a full-time position is \$200, and a part-time position is \$50. Each job listing will run for 60 days, and employers have the option of canceling a listing at any time.

Employers may create an Employer Profile that includes a brief description of the organization, an address and a link to the employer's Web site. From there, the profile search allows employers to search the database for candidate profiles by various criteria, including:

- Job setting
- Geographic location
- How long a resume has been in the system
- Applications by job - lists all applications submitted for current or archived jobs
- Applications by date - lists all applications submitted over a date range for current or archived jobs
- Job Statistics - shows number of applications, views and "e-mail-to-friend" clicks for active or current jobs.

The Career Center gives NATA members 24/7 access free of charge to search for job openings based on:

- Posting date
- Closing date
- State
- District
- Job setting

For more information about hiring a certified athletic trainer, contact the National Athletic Trainers' Association at 800-879-6282. Or, visit the NATA Career Center directly at www.nata.org/careercenter and begin your search today.