Space Center Houston

Public Relations Specialist

Space Center Houston, owned and operated by the non-profit Manned Space Flight Education Foundation, Inc., is the Official Visitor’s Center for NASA’s Lyndon B. Johnson Space Center. We are currently seeking a Public Relations Specialist responsible for communicating key strategic messages and promoting and maintaining a favorable public image for Space Center Houston and the Manned Space Flight Education Foundation through the use of strategic, proactive and reactive public relations programs and excellent media relations. This allows the organization to build mutually beneficial relationships with external and internal stakeholders. The Specialist works with local, national and international media.

Key Responsibilities and Duties:

✦ Develop strategic media relations and media outreach plans and programs, with the director, to communicate organization’s key messages, achieve ongoing positive publicity and assist in achieving department, center and foundation goals. Use communication skills to influence, guide and motivate stakeholders internally and externally with tact, reasoning and sensitivity.
✦ Manage news media requests and other requests for interviews, stories, tours, broadcasting, photo shoots and filming in and about the center and the foundation. Meet and accompany press for on-site appointments.
✦ Serve as spokesperson and help other spokespeople present to media.
✦ Monitor, analyze and write reports of news media and publicity results from print, broadcast and digital media.
✦ Research, write and issue/implement news releases, pitches, key messages, reports, webpage copy, presentations and other communications.
✦ Develop proactive media program using tactics including, but not limited to, researching editorial calendars and current events.
✦ Maintain news media database.
✦ Write, maintain, update and improve the center’s website News Center.
✦ Manage crisis communications in conjunction with the director.
✦ Plan and manage special media and public relations events designed to generate positive publicity, encourage attendance, promote education and present the center and foundation favorably to current and potential donors as well as prospective employees and volunteers.
✦ Serve key internal department client(s) with its communications needs (public relations, marketing, and other messaging) by developing strategic plans for communications (marketing and public relations) and working with department colleagues to ensure plan is executed in a timely manner.
✦ Manage video library and assist with editing or producing video clips for website and social media. Work with outside video vendors.
♦ Support and collaborate with the work of Communications Team members.
♦ Work with NASA Johnson Space Center Public Affairs Office to develop a cohesive and mutually beneficial working relationship.

**Position Qualifications:**

♦ Bachelor’s degree in Public Relations, Communications, Journalism, English or a related field.
♦ Minimum of 5 years of experience in the field of Public Relations, Media Relations or Journalism.
♦ Excellent spokesperson to news media and excellent public speaking skills.
♦ Excellent writing skills and experience in writing news releases.
♦ Experience with crisis communications.
♦ Experience with video (editing, production, shooting) preferred.
♦ Knowledge of using internet to promote PR.
♦ Knowledge of digital marketing and website design preferred.
♦ Proficient in the use of social media.
♦ Available to work flexible hours including evenings and weekends and be on call at times. Some travel may be required.
♦ High level of professionalism, energy, enthusiasm and collaboration.

FOR MORE INFORMATION CONTACT ANNA HAIRE VIA E-MAIL or MAIL RESUME TO:

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