

Space Center Houston Marketing Sponsorship and Partnership Manager

The mission of Space Center Houston is to inspire all generations through the wonders of space exploration. We aspire to be the leading science and space learning organization in the world. Owned and operated by the nonprofit Manned Space Flight Education Foundation, we are the Official Visitor Center of NASA Johnson Space Center. The center features more than 400 space artifacts, hands-on interactive educational exhibits, and robust youth programs interpreting the exciting future and remarkable past of America's human spaceflight program.

We are seeking a full-time Marketing Sponsorship and Partnership Manager responsible for the strategy, development and execution of marketing sponsorships and partnerships. This creative manager has expertise in sales, brand management and marketing, and leads from research to closure of contract and fulfillment. She or he keeps abreast of sponsorship and marketing trends and develops strategic, integrated proposals to meet the marketing needs of both the prospective sponsor/partner and Space Center Houston. Handling all aspects of the program, the manager develops and executes a budget and works with outside agencies, Communications Department colleagues and other internal departments to prospect, secure and fulfill sponsorships. The manager reports to the director of communications and external relations in the Communications Department. In the first year, the manager will work with the director and an outside consultant to develop and implement the new program. Responsibilities and qualifications are shown below:

POSITION RESPONSIBILITIES

- Manage the Marketing Sponsorship and Partnership Program and work with the director to set objectives and measurable goals. Develop and execute its annual and monthly budget.
- Manage the Marketing Promotional Partnership Program, which offers joint marketing opportunities for partners and our center during key times of high attendance.
- Serve as an expert advisor on marketing sponsorships and partnerships, especially laws related to nonprofits. Research and stay current on trends and regulations, as well as marketing trends that appeal to sponsors. Recommend improvements in response to market changes.
- Identify, cultivate and engage potential sponsors/partners to develop sponsorship/partnership opportunities. Develop and maintain professional business relationships at the local, national and international levels to identify opportunities. Build strong rapport, trust and credibility with sponsors/partners. Maintain ongoing collaborative relationships to promote strong long-term partnerships.
- Develop strategies and comprehensive proposals -- within the guidelines of the established sponsorship/partnership program -- designed to achieve successful partnerships.
- Negotiate terms of sponsorships/partnerships, prepare and review contracts and secure internal and external approvals.
- Manage execution of effective and timely fulfillment of benefits and contractual agreements.
- Create and lead internal collaborative Sponsorship Working Committee to coordinate sponsorships/partnerships across cross-functional departments, including identifying opportunities and fulfilling sponsorship commitments. Collaborate and work productively with the Development Department on joint marketing and philanthropic opportunities. Work with vendors and sponsorship consultant, as needed.
- Create and manage project timelines, regularly communicating with team members or sponsors as project evolves. Give accurate project timeline projections, acquire approvals and meet

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deadlines while managing and executing multiple projects and priorities (independently, overseeing a team or working within a team) by using project management systems and advanced organizational skills.

- Monitor, analyze, write and present weekly, quarterly and annual reports on the program. Include key performance indicators, results, key findings, best practices and recommendations. Reports should show the value and ROI of how the program advances the mission of Space Center Houston and contributes to the success of the organization's programs and achievement of goals.
- Write and/or review/approve sponsor-related communications including advertising, news releases, promotional content and other sponsor-related materials.
- Take initiative to overcome challenges and determine solutions.
- Develop and maintain standard operating procedures and processes for area of responsibility.
- Use the organization's resources wisely by acquiring multiple bids from vendors and choosing the best qualified and most cost-efficient vendors.
- Other duties and responsibilities as assigned.

POSITION QUALIFICATIONS

- Bachelor's degree in sales, marketing, advertising, journalism, public relations, communications or a related field.
- Minimum 7 years of experience in sponsorship procurement. Work experience in sales, brand management, traditional and digital marketing, product management/development, client services and/or strategy development to acquire new customers or grow current customers is strongly preferred.
- Knowledge of marketing and digital marketing principles as applied to sponsorship proposals, such as digital advertising, social media organic and paid strategies, and e-direct marketing (e-cards, e-newsletters, etc.)
- Expertise in developing relationships, influencing people, negotiating and resolving conflict.
- Experience in working collaboratively in cross-functional teams and in leading teams by setting direction and focusing on common goals. Able to work as part of a team in a fast-paced environment, willingness to pitch in to help others, able to handle high-stress situations.
- Experience in developing and managing budgets.
- Demonstrated ability and initiative to work independently with limited supervision on simultaneous projects.
- Highly creative and experienced in creative process.
- Experience in developing strategy and strategic plans.
- High level of professionalism, initiative, energy, enthusiasm and collaboration. Able to give and accept constructive criticism. Ability to solve problems and offer solutions.
- Extremely detailed oriented, especially in proofing and making accurate edits; ability to perform multiple, overlapping tasks by focusing on priorities and "big picture."
- Excellent critical thinking and analytical skills. Experience analyzing and compiling market research.
- Available to work flexible hours including evenings and weekends and be on call at times. Some travel may be required.
- The ability to maintain the highest level of personal and professional ethics and integrity.
- Proficient in Microsoft Office Suite and able to work with Microsoft Windows-based computers.

Communication skills

- Possess superior interpersonal, verbal and written skills in order to influence, guide and motivate stakeholders internally and externally with tact, reasoning and sensitivity. Must be an excellent



Manned Space Flight Education Foundation
Houston, Texas
Feb. 7, 2017

public speaker with experience presenting to small and large groups, as well as able to speak effectively in one-on-one situations.

- Experience in researching, compiling, writing and editing presentations, complex contracts and other content. Knowledge of AP style preferred.
- Experience as media spokesperson a plus, but not required.

Space Center Houston is an equal opportunity employer and earned 2016 Houston Chronicle Top Workplaces honors in an anonymous survey of its employees. It has a diverse and inclusive work culture with a creative, fun and collaborative environment.

To apply: Email resume to careers@spacecenter.org. For more information, contact the Human Resources Department at (281) 244-2150 or visit our website at www.spacecenter.org/careers.

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