

## Space Center Houston Social Media Specialist

The mission of Space Center Houston is to inspire all generations through the wonders of space exploration. Our vision is to be the world's leading science and space exploration learning center. 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 Social Media Specialist responsible for communicating key strategic messages and helping promote and maintain a favorable public image for Space Center Houston and the Manned Space Flight Education Foundation. The specialist develops and executes strategic communication plans for the center's social media and other digital platforms and maintains excellent relations with digital media influencers and practitioners at the local, national and international levels, including bloggers. Responsibilities and qualifications are shown below:

### POSITION RESPONSIBILITIES

- Develop strategic and proactive social media plans and programs to communicate organization's key messages, achieve ongoing positive publicity, enhance the brand, market Space Center Houston programs and achieve departmental and organizational goals and objectives.
- Incorporate into these plans and programs a strong content strategy that amplifies organizational messaging through:
  - Content that is relevant, specific and appropriate to social media platform;
  - Content that is well written, creative and engaging;
  - Ability to shoot excellent photos and video for social media
  - Growth of the center's social media audience;
  - Promoted posts/advertising on social media to reach new audiences;
  - Framework to engage and encourage influencers to communicate key messages of the center and foundation and/or take action desired by organization.
  - Social media sites such as Facebook, LinkedIn, Twitter, Instagram and Youtube.
- Oversee and execute social media events such as Facebook Live, social media influencer previews and others as they arise. Represent Space Center Houston at any #NASAsocial opportunity.
- Monitor, update and analyze public digital-account profiles such as TripAdvisor, Google Places, Yelp!, Charity Navigator, GuideStar, Wikipedia and others to ensure accuracy and that best practices are in being used by the foundation.
- Plan and coordinate annual social media/digital editorial calendar based on organization's program needs and key target audience interests.
- Monitor, analyze and write reports for all campaigns that include key performance indicators, results, key findings, best practices and recommendations; as well as weekly, monthly and annual reports on overall digital programs. Reports should show the value and ROI of the social media programs and advertising campaigns and how they contribute to the success of the organization's programs and goals.

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- Give accurate project timeline projections, acquire approvals and meet deadlines while managing and executing multiple projects and priorities (both independently and working with a team) by using project management systems and advanced organizational skills.
- Use the organization's resources wisely by acquiring multiple bids from vendors and making recommendations for the best qualified and most cost-efficient vendors.
- Serve key internal department client(s) with its communications needs (public relations, marketing and other messaging) by developing strategic communications plans and creative briefs and working with department colleagues to ensure plan is executed in a timely manner.
- Research and stay current with digital-media marketing and public relations trends and share information with communications department. Serve as expert advisor on digital media, content marketing and social media strategy to the organization.
- Develop and maintain standard operating procedures and processes for area of responsibility.
- Support, collaborate and back up other communications team members.
- Use communication skills to influence, guide and motivate stakeholders internally and externally with tact, reasoning and sensitivity.
- Develop strong relationships and work on mutually beneficial projects with key partners such as convention and visitor bureaus, NASA Visitor Center Consortium members and NASA.
- Other responsibilities as assigned.
- Available to work nights and/or weekends as needed. Some overnight travel may be required.

## POSITION QUALIFICATIONS

- Bachelor's degree in online marketing, marketing, journalism, public relations, communications or a related field.
- Minimum 5 years' experience in social media marketing, social content creation and management, and using online marketing programs to acquire new customers preferred.
- Experience with A/B testing, tagging and marketing automation tools.
- Expert in successfully managing strategic social media campaigns on Facebook, LinkedIn, Twitter, YouTube, Instagram, blogs, wikis, RSS, discussion forums and other online platforms.
- Excellent writing skills and experience in writing engaging and creative social media content using AP style.
- Excellent at shooting photography and video for social media.
- Knowledge of graphic design best practices and principles for digital projects.
- Expert with social media analytic tools (preferred experience with Cision) and website analytic tools. Proficient with Facebook Insights, Hootsuite, YouTube Insights and Twitter Analytics
- Highly skilled in Adobe Creative Suite with experience in Illustrator and Photoshop. Proficient in Microsoft Office Suite. Comfortable and able to work with Microsoft Windows-based computers.
- High level of professionalism, energy, enthusiasm and collaboration. Able to give and accept constructive criticism. Excellent interpersonal, verbal and written skills in order to interact with various internal and external stakeholders.
- Strong attention to detail, especially in proofing and making accurate edits, and an ability to solve problems and offer solutions.
- Available to work flexible hours including some weekends and/or nights.
- Photography, videography and video editing experiences are pluses.
- Insatiable curiosity for how all things digital work a plus.
- Experience with crisis communications in digital media is a plus.

Manned Space Flight Education Foundation  
Houston, Texas  
January 29, 2018



Space Center Houston offers a competitive salary and benefits package.

Space Center Houston is an equal opportunity employer. It has a diverse and inclusive work culture with a creative, fun and collaborative environment.

**To apply:** Email resume to [careers@spacecenter.org](mailto:careers@spacecenter.org). For more information, contact the Human Resources Department at (281) 244-2150 or visit our website at <https://spacecenter.org/general-info/careers/>.

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