



The First Source for Nonprofit Leaders SINCE 1963



## POSITION GUIDE

<b>ORGANIZATION:</b>	<b>Space Center Houston</b>
<b>POSITION:</b>	<b>Vice President of Communications &amp; Marketing</b>
<b>REPORTS TO:</b>	<b>President &amp; CEO</b>
<b>LOCATION:</b>	<b>Houston, TX</b>

### MISSION

*The mission of Space Center Houston is to inspire all generations through the wonders of space exploration.*

### Core Vision

*We aspire to be the world's leading science and space exploration learning center.*

### ABOUT THE MUSEUM AND EDUCATIONAL FACILITY

Space Center Houston is a nonprofit science and space exploration learning center with extensive education programs. The center is the cornerstone of the nonprofit 501(c)(3) Manned Space Flight Education Foundation's science learning mission and offers rare exhibits, attractions, educational presentations and hands-on activities that tell the story of NASA's human space flight program from its beginnings to the challenges and opportunities of today. A Smithsonian Affiliate, Space Center Houston has the largest collection of space artifacts in the American southwest.

Space Center Houston is the official visitor center for NASA Lyndon B. Johnson Space Center (JSC). Funding for operations is secured through earned and contributed revenues. Space Center Houston is a 250,000-square-foot educational complex that welcomes 1 million visitors annually, including more than 250,000 teachers and students through field trips and facilitated educational programs. Visitors from around the world enjoy opportunities to view more than 400 space artifacts and changing exhibits related to America's achievements in space as well as go behind the scenes on tours of JSC facilities including historic Mission Control, the astronaut training areas and robotics laboratory.

The nonprofit opened Independence Plaza in January of 2016 featuring the Boeing 747 Shuttle Carrier Aircraft and high-fidelity space shuttle replica. It's an

unprecedented, international landmark standing eight stories tall and displayed in the ferry configuration. Visitors can explore exhibits inside both the shuttle replica and the historic NASA 905 shuttle carrier aircraft. Multiple exhibits grant a rare glimpse into the historic shuttle era and describe its impact on future exploration. The giant complex is the biggest project for Space Center Houston since opening. Supporting Space Center Houston's educational mission, the exhibits also emphasize problem-solving concepts and possible career paths in science, technology, engineering and mathematics.

Space Center Houston aims to strengthen the future workforce and empower students with 21st century skills. School visits include curriculum-based field trips that enable K-12 students and teachers to engage in hands-on activities with emphasis on practical applications to demonstrate the impact of science and technology on everyday life. Aligned with curriculum standards, programs offer experiential learning based on data-supported evidence of effective teaching methods and student achievement. Overnight experiences, day camps, scout camp-ins and other learning experiences provide age-appropriate activities that introduce scientific concepts and inspire students to explore science, technology engineering and math.

A new Learning Innovation Center opened in 2017 to support the growing education programs. The education programs fuel the imagination to ponder boundless "What if" and "Why can't we" statements. Its Youth STEM Academies engages directly with school districts and are tied to national next generation science standards. The Girls STEM Academy provides Houston-area middle-school girls with opportunities to be engaged in science, technology, engineering and math (STEM). The hands-on program teaches young girls about robotics, app design and computer programming, while building confidence in construction and experimenting with engineering concepts and challenges. Also a part of its Youth STEM Academies is the Exploration Academy, which teaches students about global issues such as air systems and green energy through a 16 week program.

Space Center Houston provides a broad range of services and programs for all visitors to actively explore aspects of the space program. Some examples of our inclusive programming includes sensory backpacks and Sensory Friendly Evenings as well as a Space Center U® Visual Impairment Program for visually impaired students.



*Rendering of Independence Plaza*

Space Center Houston employs approximately 200 full- and part-time staff and engages over 50 volunteers who contribute over 5,000 hours of service annually. The annual operating budget of SCH is over \$27,000,000.

### **THE OPPORTUNITY**

For over 25 years, Space Center Houston has provided visitors with a unique look at the history and future of American human spaceflight. What began as an opportunity to preserve the historic achievements of the American space program has evolved into a resource for science learning and exploration for visitors of all ages from all over the world. With the opening of Independence Plaza in January 2016, the largest exhibit to open since the center was established, Space Center Houston has experienced a dramatic increase in attendance and aspires to grow to 2 million annual visitors. Its vision is to become the world's leading science and space exploration learning center.

In December 2017, the Board of Directors adopted a new Strategic Plan Framework to guide growth into the future. A working group of the board and management staff is now creating a facilities master plan to chart dramatic changes to the physical plant to support fulfillment of the strategic vision. This plan will be the guiding force for the continued dynamic growth that the organization has been experiencing. The Framework has three core pillars – the Vision, the Core Purpose, and the Credo supported by goals and corresponding strategies with metrics.

In September 2018, the organization plans to adopt the new Facilities Master Plan, which will then inform the development of an exhibit interpretive plan and conceptual architectural renderings. The board has authorized \$10 million in capital improvements including a new special events building on Independence Plaza and Flex Building to house education programming. Other improvements include renovations and upgrades to conference rooms, office space, audiovisual equipment, bathrooms, theaters, the cafeteria, the parking lot have been completed.

Space Center Houston is currently conducting a \$5 million campaign to support the restoration of Apollo Historic Mission Control. This important site was named in 1985 to the U.S. National Register of Historic Places in recognition of its historical significance and worthiness of preservation. Only through the efforts of Space Center Houston can the general public visit the control room area and experience its authenticity.

### **POSITION SUMMARY**

Reporting to the President & CEO, the Vice President of Communications & Marketing creates and oversees the implementation of a communications and marketing strategy to advance the Space Center's strategic plan framework, its brand and drive attendance. This encompasses developing and implementing integrated communications and marketing plans for new and existing exhibits, education programs, events, community initiatives, and other outreach efforts to advance Space Center Houston's mission, communicate a consistent message, and drive attendance. With a department of 8, the VP creates, implements, and manages center-wide strategies and timeliness for communications, marketing, advertising, community relations, social media platforms and media relations.

The VP develops and maintains relationships with the Board of Directors, vendors, sponsors, advertisers, promotional partners, and community contacts to maximize marketing dollars.

He/she will oversee the production of and approval process for all Space Center Houston center-wide communications and marketing materials. Additionally, the VP will work collaboratively with all Space Center Houston departments and his/her peers on the Executive team to meet goals, execute strategies, and ensure communication needs are met for all departments.

This individual will be a representative of the Communications and Marketing Department both internally and externally. It will be imperative to establish and promote professional relationships at the local, state and national level to increase Space Center Houston's visibility and partnerships. Collaboration with other museums, NASA centers, and organizations to cross-promote and support mutually beneficial programs, events and advertising, will be expected. The VP will need to always use as their lens that Space Center Houston is the official visitor's center for Johnson Space Center (JSC) and ensure that all SCH communication plans are sensitive to and supportive of NASA, particularly JSC, messaging.

### **CANDIDATE PROFILE**

Space Center Houston seeks a proven communications and marketing professional who has consistently demonstrated the highest standards of practice by striving for excellence, fostering creativity, building organizational brand, and contributing to staff/team efforts. A proven nonprofit background, particularly in a science center/museum or other cultural organization is highly preferred. Experience in communication and marketing strategy development and implementation in support of development and capital campaigns is also preferred.

A high level of experience in leveraging earned media (television, news reporting, etc.) and information-based reporting and marketing (paid promotion) is required. Proven ability to research, recommend and implement communication initiatives through the use of social media and advancements in technology is required.

The ideal candidate will show evidence of exceptional communication skills matched with a keen strategic mind. Past experience in operationalizing a strategic plan and crafting clear messaging in support of the plan will help to define success. The ability to identify interesting opportunities that would further Space Center Houston's mission using the Strategic Framework as the determining lens is desired.

We seek a person who has a demonstrated ability in engaging strategic partners, energetic style, sound managerial and organizational skills, and is comfortable in an environment of dynamic change. The ability to maintain consistency but at the same time enable growth will be key to success in this role.

A bachelor's degree in Communications or a related field is required. Demonstrated leadership experience for longer than 5 years is desired. Previous experience in the museum/science center, hospitality or communications industry would be valued.

To apply, please send a current resume and letter of introduction to Kittleman & Associates, LLC at <https://www.kittlemansearch.com/news/current-searches/space-center-houston/>

For more information about Space Center Houston please visit [www.spacecenter.org](http://www.spacecenter.org)