

## Space Center Houston Public Relations 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 Public Relations Specialist responsible for creating highly visible PR campaigns and garnering ongoing positive earned media coverage for the nonprofit. Responsibilities and qualifications are shown below:

### POSITION RESPONSIBILITIES

- Develop strategic media relations and media outreach plans and programs to communicate the organization's key messages, achieve ongoing positive publicity and assist in achieving department, center and foundation goals.
- 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 media coverage and industry trends.
- Develop fresh story ideas, research, write and issue/implement news releases, pitches, key messages, reports, webpage copy, presentations and other communications.
- Maintain news media database, write, maintain, update and improve the center's News Center.
- Assist in crisis communications in conjunction with the vice president of communications and marketing.
- 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.
- Use strong communication skills to influence, guide and motivate stakeholders internally and externally with tact, reasoning and sensitivity.
- 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.
- Other duties as assigned.

### POSITION QUALIFICATIONS:

- Bachelor's degree in Public Relations, Communications or Journalism.

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Manned Space Flight Education Foundation  
Houston, Texas  
October 2018



- Minimum of 3-5 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.
- 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.
- Proficient in MS Word, MS Excel, PowerPoint.

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, cover letter and writing samples to [careers@spacecenter.org](mailto:careers@spacecenter.org). Writing samples should include news releases, media advisories, news media pitches and news clippings. For more information, contact the Human Resources Department at (281) 244-2150 or visit our website at <http://www.spacecenter.org/careers>.

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