

## Space Center Houston Director of Communications and Marketing

The mission of Space Center Houston is to inspire all generations through the wonders of space exploration. We aspire 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, a Smithsonian Affiliate, and a Certified Autism 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 currently seeking a full time Director of Communications and Marketing responsible for working closely with the Vice President of Communications & Marketing to develop, implement and manage communications and marketing strategies, integrated campaigns, digital and traditional advertising programs, earned media efforts and the brand of the center, including but not limited to direct/e-direct marketing communications, marketing design, social media, website and app, traditional advertising, public and media relations, and content creation. The director creates and manages budgets, a creative team and outside vendors that support the center's external efforts, as well as supporting the programs and initiatives of other of internal departments. With input from the Vice President of Communications & Marketing, the director will oversee marketing research and brand strategy, including visitor surveys and consumer marketing research. The marketing director will serve as a point of contact with advertising and media buying agencies. She or he will work collaboratively with other Communications Department colleagues as well as with other departments. The director reports to the Vice President of Communications & Marketing in the Communications Department. Responsibilities and qualifications are shown below:

### POSITION RESPONSIBILITIES

- Serve as an expert advisor on digital and traditional marketing strategy and brand management to the organization. Research and stay current on marketing trends and recommend product/brand improvements in response to market changes.
- Support Vice President of Communications & Marketing with creating and implementing departmental goals and strategies. Liaise with other departments to provide comprehensive marketing support for center programs and products.
- Work with vendors and agencies on planning, implementing, and placing ad campaigns across multiple platforms. Supervise advertising shoots as well as oversee development of marketing assets.
- Develop and implement annual and monthly marketing budgets.
- Manage a creative team comprising digital marketing supervisor, social media, visual information, and graphic design specialists who write, edit, design, and produce marketing materials and strategic plans. Materials include social media, website, discount programs, advertisements, and direct/e-direct communications. Provide clear direction ensuring all conceptual and creative ideas meet objectives, strategies, and timelines. Provide coaching, encouragement, and training.
- Develop strategic, creative, and proactive digital and traditional integrated marketing and communication programs to communicate organization's key messages; achieve ongoing positive publicity; enhance the brand; market and promote programs; and achieve department and organizational goals and objectives.

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- Write and edit content.
- Assist in identifying the most effective means of leveraging digital, video, audio, and print content
- Expand center's use of video throughout digital channels. Oversee review of equipment, software, vendors, and staffing to produce engaging and effective video
- Collaborate and work productively with key internal client(s) in cross-functional departments by developing and executing strategic communications plans. The work will include program or product promotions, launches, discontinuations or ongoing maintenance of growth to achieve annual volume, profit, and ROI objectives and to provide for long-term business continuity.
- Create and manage project timelines, regularly communicating with team members or clients as project evolves. Give accurate project timeline projections, acquire approvals, and meet 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 for all campaigns. Include key performance indicators, results, key findings, best practices, and recommendations.
- Manage marketing research and visitor surveys for the organization including working with survey and marketing research vendors, identifying marketing research needs, and analyzing and presenting research internally. Effectively use results to achieve marketing objectives.
- Analyze attendance, provide marketing analysis, and recommend changes in marketing and/or programs based on analysis.
- Other duties and responsibilities as assigned.

## POSITION QUALIFICATIONS

- Bachelor's degree in online marketing, marketing, advertising, journalism, public relations, communications, or a related field.
- Minimum 10 years of experience in communications, media relations, brand management, traditional and digital marketing (including print, TV, and digital advertising), product management/development, client services and/or strategy development to acquire new customers or grow current customers.
- Expert knowledge of digital marketing principles including Internet advertising, SEO optimization, social media strategy, organic and paid strategies, and e-direct marketing (e-cards, e-newsletters, etc.)
- Experience in managing people and developing relationships; experience in developing and managing budgets.
- Demonstrated ability and initiative to work independently with limited supervision on simultaneous projects, as well as part of a team in a fast-paced environment. Be willing to pitch in to help others.
- Highly creative and experienced in creative process.
- Excellent and creative writer of marketing content that engages audiences, is tailored to each varied medium and uses AP Style.
- High level of professionalism, initiative, energy, enthusiasm, and collaboration. Able to give and accept constructive criticism. Able to handle high-stress situations. An ability to solve problems and offer solutions.
- Extremely detailed oriented, especially in proofing and making accurate edits.
- Experience developing and implementing media events and coordinating interview scheduling.
- Excellent critical thinking and analytical skills and experience in analyzing and compiling market research. Able to oversee work of survey and market research vendors.
- Knowledge of graphic design best practices and principles for print, web, and digital projects.

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Space Center Houston  
Houston, Texas  
December 2020



- Experience with video and photography (editing, production and/or shooting).
- 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.
- Experience using the Adobe Creative Suite tools a plus.

### **Communication skills**

- Possess excellent 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 public speaker with experience presenting to small and large groups, as well as able to speak effectively in one-on-one situations.
- Experience in compiling and writing those presentations.
- Expert in writing and editing engaging and creative digital and traditional marketing and communication content using AP style.
- Experience as media spokesperson.
- Experience with crisis communications a plus.
- Fluency in Spanish a plus.

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

Space Center Houston offers a competitive salary and benefits package.

**To apply:** Email cover letter and 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 [www.spacecenter.org/careers](http://www.spacecenter.org/careers).

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