



Position Guide

Chief Marketing & Communications Officer

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Position: Chief Marketing & Communications Officer

Reports To: President & CEO

Location: Houston, TX

ABOUT THE MUSEUM AND EDUCATIONAL FACILITY

Space Center Houston (SCH) is a nonprofit science and space exploration learning destination 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 unique exhibits, space exploration artifacts, immersive experiences, public programs, learning programs for youth and adults, live presentations and hand-on activities that tell the story of NASA's human space flight program from its beginnings to the challenges and opportunities of today and plans for the future. A Smithsonian Affiliate, Space Center Houston has the largest collection of space artifacts in the American southwest. It is also the official visitor center for NASA Lyndon B. Johnson Space Center (JSC).

SCH's 250,000 square-foot educational complex welcomes over 1.2 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 achievement in space, as well as go behind the scenes on tours of JSC laboratories and research facilities, including the historic Apollo Mission Control Room; the Vehicle Mockup Facility, housing a full-scale replica of the International Space Station, astronaut training areas a robotics laboratory; and Rocket Park, where a Saturn V rocket is on exhibit.

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 into

the historic shuttle era and describe its impact on future exploration. Supporting Space Center Houston’s educational mission, the exhibits also emphasize problem-solving concepts and encourage 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 national and state 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.

The Dhaval R. Jadav Learning Innovation Center supports 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 engage directly with school districts and are tied to national next generation science standards. The Girls STEM Pathway provides under resourced Houston-area middle-school girls with opportunities to engage in science, technology, engineering and math (STEM) immersive programming. The hands-on program teaches young girls and women about robotics, app design, computational thinking and telemetry among many other disciplines, 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. Diversity, Equity, Inclusion and Accessibility are core to Space Center Houston's values and practices. The first science center in the world certified as an Autism Service Center by the IBCCES, 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 inclusive programming include Sensory Friendly mornings and evenings, Space Center U® Visual Impairment Program for visually impaired students and collaboration with community organizations including the Houston Alzheimer's Association on memory nights and programming for Blue and Gold Star families.

In its capacity as the official visitor center for NASA Johnson Space Center, Space Center Houston closely collaborates with JSC in hosting special programming including recently returned from space Astronaut Debriefs, convenings, R&D competitions, special programming, and hosting celebrities, dignitaries and elected officials. Retired and current astronauts regularly participate in Space Center Houston programming.

Prior to the pandemic, Space Center Houston initiated the evaluation and planning phase of a comprehensive, institution-wide digital strategy. The pandemic was a catalyst to fully role out this plan leading to new revenue streams for creative digital programming. A new position, Vice President for Technology, was also created and filled to further advance digital systems throughout the organization.

Space Center Houston employs approximately 300 full- and part-time staff and engages over 100 volunteers who contribute over 11,000 hours of service annually. The annual operating budget of SCH is over \$30 million.

THE OPPORTUNITY

For 29 years, Space Center Houston has provided visitors with a unique look at the history and future of 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, SCH 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. The Framework has three core pillars – the Vision, the Core Purpose, and the Credo supported by goals and corresponding strategies with metrics. The Board and staff are in the process of developing a new strategic plan to build on the achievements of the 2017 plan.

In 2018, the organization adopted a new Facilities Master Plan detailing a metamorphosis of SCH including the development of 48 acres of its 100-acre footprint. In 2019, the Space Center completed a comprehensive



exhibit interpretive plan. Over two years, the Board has authorized \$14 million in capital improvements including a new special event building on Independence Plaza, The Dhaval R. Jadav Learning Innovation Center, to house education programming, expanded office space and many improvements to the physical plant.

In 2019 Space Center Houston conducted a highly successful \$5 million campaign to support the restoration of the historic Apollo Mission Operations Control Room (MOCR). 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 SCH can the general public visit the control room area and experience the July 20, 1969, first lunar landing. The restoration was completed to coincide with the 50th anniversary of the Apollo 11 lunar landing and the world premiere of a Smithsonian traveling exhibit featuring the Columbia capsule at Space Center Houston.

The Board has also undergone a transformation from a caretaker, operations focused body to a development focused, growth-minded and diverse leadership board. A Board Investment Committee was established and in three years has placed \$31 million under quasi-endowment management. The organization is preparing to launch a comprehensive capital campaign.

Having emerged from the complexities of the 2020 COVID shutdown in a position of strength, Space Center Houston is poised to advance the realization of its approved Facilities Master Plan. This plan will transform the footprint of Space Center Houston to support fulfillment of its ambitious strategic vision and is the guiding force for the continued dynamic growth that the organization has been experiencing over the past five years.

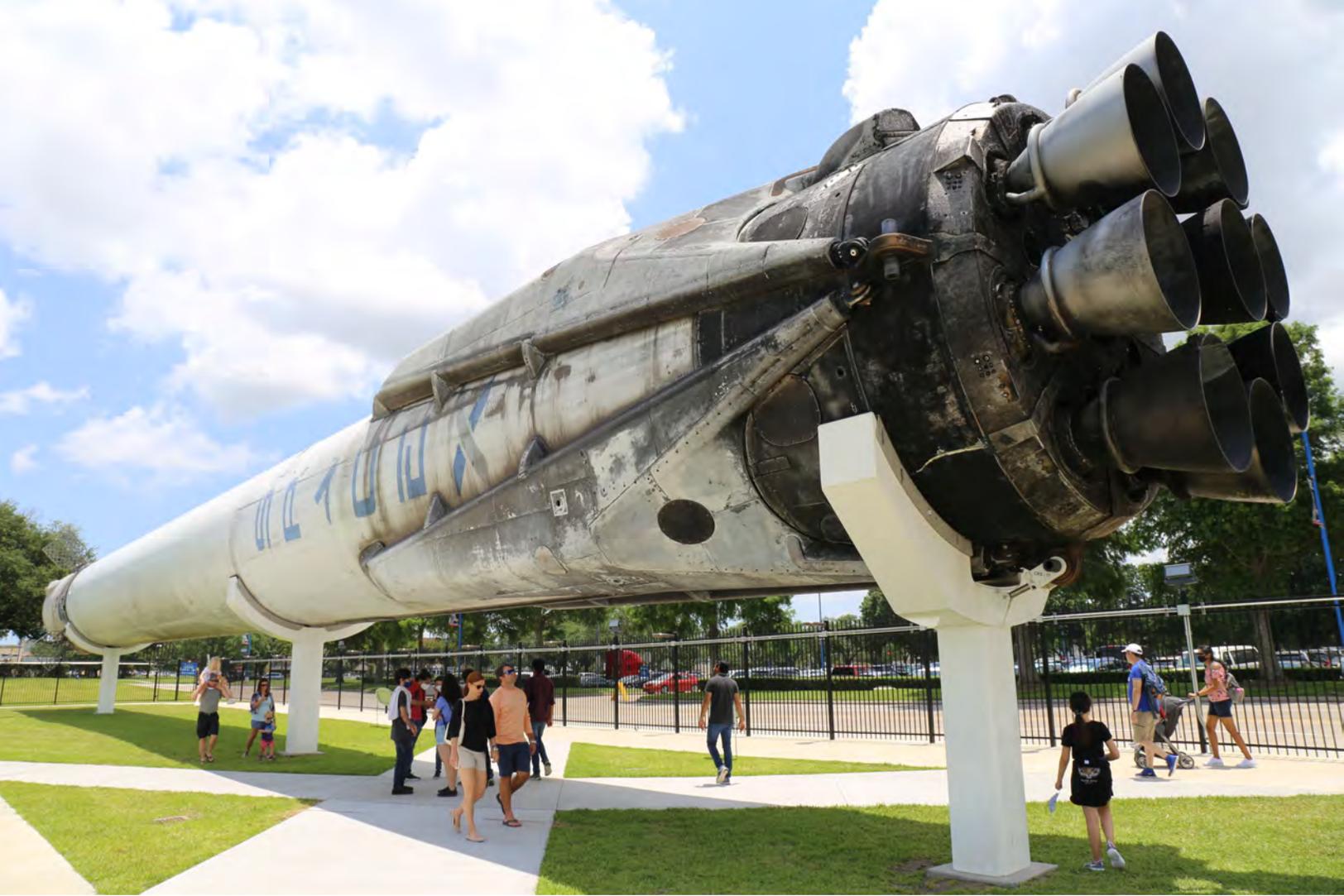
In October of 2022, SCH will celebrate the organization's 30th anniversary. In preparation of that milestone, SCH is wrapping up a rebranding process and the Facilities Master Plan will be unveiled to the public. Given the scope of activity underway at SCH and the scale of ambitious projects, the Chief Marketing & Communications Officer will be the key leader within the institution, driving the communications activities to support execution of the vision.

POSITION SUMMARY

The Chief Marketing & Communications Officer (CMCO) 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 as part of the executive leadership team. 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 20 employees, the CMCO creates, implements and manages center-wide strategies and timeliness for communications, marketing, advertising, community relations, social media platforms, media relations, corporate sponsorship, group sales and reservations, and audience and program research.

Reporting to the President & CEO, the CMCO develops and maintains relationships with the Board of Directors, vendors, sponsors, advertisers, promotional partners and community contacts to maximize marketing dollars. He/she/they will oversee the production of an approval process for all Space Center Houston center-wide communications and marketing materials. The CMCO will lead the management of all facets of the Space Center Houston brand. Additionally, this leader will work collaboratively with all SCH departments and his/her/their peers on the Executive team to meet goals, execute strategies and ensure communication needs are met for all departments.

The individual will be a representative of Space Center Houston and the Marketing & Communications 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, local tourism organizations, elected officials, local economic development organizations, corporations and other nonprofit organizations to cross-promote and support mutually beneficial programs, events and advertising will be expected. The CMCO must place high awareness 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 nonprofit 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 and development. He/She/They will have led their marketing and/or communications department and will be adept at working in growing, dynamic organizations where navigating change and competing priorities is common. A high level of familiarity in leveraging earned media (television, news reporting, etc.), owned media (website, social media, etc.) and information-based reporting and marketing (paid promotion) is required. Proven ability to research, recommend and implement communication initiatives using social media and advancements in technology required. Experience in communication and marketing strategy development and implementation in support of development and capital campaigns is preferred.

High emotional intelligence and ability to forge and maintain relationships with a wide variety of personalities is highly desired.

A bachelor's degree in Communications or a related field is required. Previous experience in the museum/science center, hospitality or communications industry preferred.

BENEFITS & APPLICATION INFORMATION

A base salary commensurate with experience and background will be awarded to the successful candidate. The CMCO is a member of the executive leadership team and as such will be eligible to participate in the Senior Management Incentive Plan. SCH offers strong health insurance offerings inclusive of medical, dental and vision. In addition, a competitive vacation policy, 11 paid holidays and the ability to participate in the 403b retirement program are offered.

Space Center Houston promotes a culture of respect, inclusivity, and collaboration. It is the policy of Space Center Houston to recruit, hire, train, and promote staff on the basis of individual qualifications and merit without regard to race, color, age, religion, sex, veteran status, disability, or national origin. It is a policy to conduct our operations in full compliance with all laws and orders pertaining to fair employment practices.

To apply, please send a current resume and letter of introduction to Kittleman & Associates, LLC at <https://bit.ly/3cSoSJ1> (click on the Apply button at the bottom of the page).

For more information about Space Center Houston please visit www.spacecenter.org

