

Director of Business Enterprises

Reports to
Chief Communications and Marketing Officer

Location
Houston, Texas

Space Center Houston (SCH) is a nonprofit science and space exploration learning destination with extensive education programs. SCH's 250,000 square-foot educational complex welcomes 1.3 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 and a robotics laboratory; and Rocket Park, where a Saturn V rocket is on exhibit.

Space Center Houston employs approximately 300 full- and part-time staff and engages more than 100 volunteers who contribute over 11,000 hours of service annually. The annual operating budget of SCH is over \$40 million.

For more information about Space Center Houston please visit <https://www.spacecenter.org>.

Reporting to the Chief Marketing and Communications Officer, the Director of Business Enterprises (DBE) will serve in a deputy capacity and will manage and lead the Sponsorships, Group Sales and Reservations teams. This leader will be responsible for the strategy, development and execution of marketing sponsorships and partnerships and group sales. The Director will stay abreast of all sponsorship, marketing and group sales trends and develop strategic, integrated plans and proposals to meet the needs of the prospective sponsors, partners or clients of Space Center Houston. This leader will develop and execute a budget and work with outside agencies, Communications and Marketing department colleagues and other internal departments to prospect, secure and fulfill sponsorships and meet the Center's revenue goals in all revenue categories under their purview.

Space Center Houston recently partnered with Navigate to conduct market research around audience segmentation, sponsorship valuation and a go-forward strategy. The sponsorship revenue goal for 2024 is \$2.4 million. According to the sponsorship valuation, it is feasible that Space Center Houston has the opportunity to reach \$5 million in sponsorship. The next Director will be able to execute on the strategy and the playbook that is in hand. The DBE will oversee a staff of four employees.

In collaboration with executive leadership and other stakeholders, this leader will develop a winning program to strategically connect and pair the brand with a broad range of local, regional, national and international entities to drive revenue, audience growth and the mission and purpose of Space Center Houston.

Space Center Houston is seeking a dynamic and experienced professional with superior expertise in business development and a deep understanding of marketing, sponsorship and the intersection between the two. This pivotal role will play a crucial part in driving sponsorship and revenue growth, while also fostering strategic partnerships with key stakeholders.

The organization is looking for a seasoned Business Development Sales Manager with a minimum of seven years of experience in business development sales, sponsorship, corporate relations or brand marketing, with a specific emphasis on sponsorship and brand management. The ideal candidate will have a proven track record of developing and closing new business deals, consistently meeting and exceeding sales objectives. A bachelor's degree in sales, marketing, advertising, journalism, public relations, communications or a related field is required.

The salary range for this position is between \$150,000 – 180,000 and will be commensurate with experience. There is also a very generous bonus structure for the position. 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.

Applications and nominations are being received by Kittleman & Associates, LLC. To apply, please send a current resume and letter of interest to <https://apptrkr.com/5101396> (click on the Apply button at the bottom of the page). For best consideration, please submit your materials by April 15, 2024.