



Nonprofit Consultants

EXECUTIVE SEARCH CONSULTANTS

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**POLICY & COMMUNICATIONS DIRECTOR
MARCELLUS SHALE COALITION, PITTSBURGH, PA**

PERFORMANCE PROFILE

The Marcellus Shale natural gas deposits represent one of the most promising economic development opportunities the Pennsylvania region has seen in decades. The Marcellus Shale Coalition represents the member companies that are working for the responsible development and extraction of this natural resource. The Policy and Communications Director monitors, manages, analyzes and disseminates the information that drives the industry, and will help the sector grow.

BACKGROUND

Founded in 2008, the Marcellus Shale Coalition (MSC) is an organization committed to the responsible development of natural gas from the Marcellus Shale geological formation and the enhancement of the region's economy that can be realized by this clean-burning energy source. The MSC is a nonprofit membership-driven organization comprised of nearly 50 full and 100 associate members, accounting for almost 100% of the drillers and operators in the Marcellus Shale region. The members of the coalition work with its partners across the region to address issues with regulators, local, county, state and federal government officials and communities about all aspects of producing clean-burning, job-creating natural gas from the Marcellus Shale.

The MSC and its member companies are fast-moving and dynamic organizations, and as a result the MSC is seeking individuals who work in a manner consistent with its culture. At present, the MSC is a small and nimble organization, but will quickly grow to a full-time staff of 8 to support the needs of the members in this high-growth industry. The MSC has an annual budget of approximately \$4M, a dedicated and influential Board of Directors, and offices in the Southpointe development 15 minutes south of Pittsburgh, PA.

More information can be found by visiting www.marcelluscoalition.org.

POSITION OVERVIEW

The Policy and Communications Director (Director) is a newly created position that reports directly to the MSC President and Executive Director. The Director also works closely with the Government Affairs staff, who works out of Harrisburg, PA. One direct report to this position, the Community Outreach Manager, is anticipated in the future. The Director also supports the Public Relations (PR) committee of the Board of Directors. The Director is responsible for developing, managing and communicating all data and research related to MSC issues pertinent to the industry or membership, and communicating that information to relevant parties.

More specifically, the Director is responsible for:

- Working with PR Committee leadership (during a weekly call and periodic meetings) and members to identify information gaps and how to fill them.
- Identifying and implementing market research and other surveys of members and stakeholders.
- Developing and maintaining policy papers and talking points for major industry/coalition issues.
- Serving as daily interface with Public Relations firm and PR Committee of the Board, managing and directing them regarding MSC's:
 - Media inquiries
 - Grassroots events and speaking engagements
 - Master list of engagements
 - Members only web portal (information and communication)
- Representing MSC at select public events, and preparing MSC paid and volunteer leadership for media events/communication.
- Coordinating public response by MSC with allied organizations.

- Staying current and up to date on all Marcellus Shale and natural gas-related media and activity.
- Other duties as needed

PERFORMANCE OBJECTIVES

After 12 months in the role, the successful candidate will have accomplished the following:

- A communications plan has been developed and is being utilized to help advance the MSC mission
- New and relevant facts about the industry's operations are developed, widely disseminated and understood.
- The media is more informed about the opportunity that MSC represents and the rhetoric is decidedly more balanced
- Traditional media, grassroots and electronic media strategies are used effectively on a daily basis to reinforce the MSC platform

KNOWLEDGE, SKILLS AND ABILITIES

The ideal Director candidate has a blend of the following:

- At least 5 years of analyst experience in fields of financial services, energy, law or public policy
- Strong analytical and organizational capabilities
- Agile in reasoning abilities, capable of framing both sides of a debate around an issue
- Strong demonstrated oral and written communication skills
- Highly organized, web-savvy, and sophisticated, with a command of data
- Strategic, with the demonstrated ability to pro-actively anticipate future needs
- A frequent and voracious consumer of all forms of media, and in the know on relevant issues at all times
- Direct experience in working with census, research and other public data sources
- Prior experience with market research experience in the form of market and public opinion survey design and implementation, as well as focus groups and other outreach
- Prior experience successfully supporting the work of a committee to identify and advance an agenda, leading from the front at times, and leading from the back at others
- An undergraduate degree is required, an advanced degree is a plus

COMPENSATION

This exempt, salaried position has an attractive compensation and benefits package consistent with other membership and industry support organizations of similar size, scope, scale and industry focus. The benefits package is comprised of medical, dental, vision, retirement and vacation time as well as other benefits.

TO APPLY

Individuals wishing to discreetly discuss this role may contact Todd Owens, Principal, Dewey & Kaye, 412.434.1335 or towens@deweykaye.com. Qualified individuals may apply confidentially by submitting resume, cover letter and compensation requirements as MS Word attachments to: resumes@deweykaye.com. Please reference the following in the subject line of your email: **Policy and Communications Director, MSC (#186-MH687)**.

Candidates must submit materials no later than Monday, December 6, 2010. If you do not receive an email confirmation of your submission within 3 business days, please call Dawn Kopp at 412-434-1335. Please direct all inquiries related to this position to Dewey & Kaye.

The Marcellus Shale Coalition is an Equal Opportunity Employer.