



Membership and Communications Manager

PERFORMANCE PROFILE

The Marcellus Shale natural gas deposits represent one of the most promising economic development opportunities the Appalachian region has seen in decades. The Marcellus Shale Coalition represents the member companies that are working for the responsible development of this natural resource. The Membership and Communications Manager will work with MSC staff to heighten communications to a diverse membership and build an aggressive grassroots advocacy program.

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 resource. The MSC is a nonprofit, membership-driven organization comprised of more than 280 members, accounting for almost 100% of the operators in the Marcellus Shale region and a vibrant supply chain supporting energy producers and midstream companies. 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 growing yet nimble organization, strategically expanding its presence to meet the needs of the members in the industry.

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

POSITION OVERVIEW

The Membership and Communications Manager (Manager) reports directly to the Vice President, Communications & Outreach and works closely with the Director, Business Development & Membership Services. The Manager role is will execute on a variety of membership communications programs, including communications directly to Marcellus Shale Coalition member companies and an aggressive, new grassroots advocacy campaign to be launched in the first quarter of 2014. This position requires travel to monthly membership meetings around Pennsylvania and involves periodic non-traditional and evening hours as a result. The need for this position is immediate.

- More specifically, working closely with the Coalition's Public Relations & Education and Membership Committees, the Manager is responsible for:

- Crafting and disseminating regular Marcellus Shale Coalition membership communications, including:

- Monthly policy and events e-mail newsletter
- Monthly membership meeting and periodic training and program announcements
- SHALE INSIGHT conference notifications, updates, and mobile app announcements
- Text alerts to drive members and allies to key events
- Weekly engagement opportunities and monthly master PowerPoint presentation updates for Coalition Speakers Bureau

- Managing ongoing communications and execution of an aggressive grassroots advocacy campaign aimed at mobilizing allies of responsible shale development from:

- Business community, including chambers of commerce and local economic development agencies
- Agriculture and conservation organizations
- Local government
- Educational institutions
- Partner oil and gas organizations
- Landowners and other members of the public with a stake in energy development

- With consultation of external public relations firms, directing content and updating Coalition's social media presence and websites of:

- Marcellus Shale Coalition
- SHALE INSIGHT conference
- Grassroots advocacy program

- Overseeing the publication schedule and content fulfillment of *Marcellus Quarterly (MQ)* magazine

- Assuming responsibility for programming content of monthly membership meetings and annual meeting, and supporting Conference and Events team in SHALE INSIGHT conference program and collateral material

- Utilizing comprehensive Salesforce database for:

- Mail list acquisition and generation of internal mail lists
- Member/ally engagement records, including MSC committee and program participation
- Tracking membership meeting registration and inquiries

- Managing Coalition, member, and ally logos and collateral material, including Coalition's official style guide and branded materials

KNOWLEDGE, SKILLS AND ABILITIES

The ideal Manager candidate has a blend of the following:

- Strong, proven skills in written communications and oral presentations

- Experience in working with online databases, web management tools, and social media resources
- Proven ability to function independently in dynamic situations and environments
- An undergraduate degree in communications, business, or a related field
- Organizational skills, especially with respect to managing multiple, ongoing projects and communicating with participants
- A natural relationship builder, with a passion and drive for engaging others
- A demonstrated ability to work autonomously, and also know when to engage the MSC staff and members of various committees
- Synthesis and implementation skills, to help narrow priorities and initiate a plan of action
- Prior experience with marketing, communications, campaigns, public relations or organizing
- A passion for business growth, and philosophical and values alignment with the Marcellus Shale Coalition
- Fluency in all Microsoft Office tools, internet research, and web navigation and research

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

Qualified individuals may apply confidentially by submitting resume, cover letter and compensation requirements as MS Word attachments to Steve Forde, Vice President of Communications and Outreach, at sforde@marcelluscoalition.org. Please reference the following in the subject line of your email: Membership and Communications Manager, MSC-02.

The Marcellus Shale Coalition is an Equal Opportunity Employer.