

**Membership Manager**  
**Marcellus Shale Coalition, Pittsburgh, Pa.**

**Performance Profile**

The unconventional shale natural gas deposits represent one of the most promising economic development opportunities the Pennsylvania region has experienced in decades. The Marcellus Shale Coalition (MSC) represents member companies that are committed to creating a climate for investing and improving Pennsylvania's competitive landscape for the environmentally safe and responsible development and extraction of natural gas. The Membership Manager position is responsible for the MSC's success by selling membership for the organization, promoting the organization, introducing prospective members to MSC's management of industry issues, trainings and activities, all while maintaining a quality member experience for increased member retention. As a key ambassador for the MSC, the Membership Manager is responsible for helping to develop the strategy to attract, support, retain, orient, educate and deploy new strategies for member retention and growth.

**Background**

Founded in 2008, the MSC is an organization committed to the responsible development of natural gas from the shale formations 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 200 members, accounting for almost 90 percent of the drillers and operators in the Marcellus and Utica Shale region. The members of the coalition work with their partners across the region to share information and address legislative and regulatory challenges. Members, through the MSC, conduct compliance - based industry trainings, deploy effective workforce development initiatives, and work directly with local, county, state and federal government officials and communities relating to the safe and responsible development of clean-burning natural gas.

The MSC and its member companies are fast-moving and successful 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 dynamic membership association with 11 full-time staff with two locations to support the needs of its members in this diverse industry. The MSC is at the forefront of issues related to the responsible development of our shale resources and has the necessary infrastructure to deliver those products to markets here and abroad.

More information can be found by visiting [www.marcelluscoalition.org](http://www.marcelluscoalition.org).

## **Position Overview**

Membership is the lifeblood of the MSC, and the Membership Manager plays an essential role overseeing research, identification, cultivation and retention of Board level and Associate level members. The position reports to the Vice President of Communications and Membership.

More specifically, the Membership Manager is responsible for:

- Assisting in the development and execution of the overall membership strategy under the direction of the Vice President of Communications and Membership including plans for member growth and retention.
- Working directly with MSC staff in support of member retention initiatives and achievement of member retention goals.
- Establishing, achieving and surpassing sales goals tied to the membership strategy.
- Engaging in opportunities that positively impact the member experience.
- Consistently looking for opportunities to gain new members and elevate service levels.
- Prospecting for qualified leads and creating traffic through mailers, referrals, outreach, etc. as outlined by the membership strategy.
- Building a network of contacts through prospecting and referrals.
- Developing and maintaining relationships with current members on a name-to-name basis.
- Fielding and processing all membership inquiries including by working with the Vice President of Communications and Membership and appropriate MSC staff.
- Scheduling and managing all prospective member information sessions including the preparation of membership communication tools for these sessions.
- Schedule and manage logistics for monthly membership meetings, typically involving 200+ members in attendance over 2 days.
- Designing and implementing protocols for member contact, engagement and retention.  
Responsible for pursuing sponsorships from existing members for specific events and initiatives for the MSC including member meetings.
- Deploying the MSC membership toolkit for potential new member growth including supply chain contacts through the engagement of existing members companies.
- Other duties as needed.

## **Knowledge, Skills and Abilities**

The ideal candidate has a blend of the following:

- A sophisticated and deep understanding about business principles, business development, sales, marketing and relationship cultivation.
- Highly Knowledgeable in Salesforce.
- A demonstrated understanding of the oil, energy, gas, utility or manufacturing industry (ies).
- At least five years of proven success in sales, marketing, business development or membership growth.
- Strong organizational skills, including proven experience in managing lists, databases, CRM systems, and attending to details.
- Strong phone and written communications skills, complemented by an outgoing and optimistic presence.
- Demonstrated experience successfully multi-tasking in a fast moving and dynamic environment.
- Prior successful experience in a client-service, leadership support, or other similarly responsive management role.
- Experience working with a trade association helpful.
- An intrinsic sense of urgency and immediacy in attending to work-related tasks.
- Fluency in all Microsoft Office tools, Salesforce CRM tools, internet research, and website administration.

## **Compensation Overview**

Base Salary plus incentives

### *Incentive Package*

The incentive package includes three components retention, new growth and sponsorships all which would be paid out as part of year-end organizational financials. The retention and new growth components of the incentive are based on overall Associate member revenues approved by the Board annually.

### **Retention Incentive**

- 100% Supply Chain: \$10,000 bonus (annually)
- 90% Supply Chain: \$5,000 bonus (annually)

### **New Growth**

- 10% revenue growth achieved based on overall Associate members revenues approved by the Board would result in a \$10,000 bonus. Anything less than 10% would be scaled accordingly and based on revenues.

### **Sponsorships**

- A 10% commissions will be instated once the MSC has exceeded the annual Board approved budget for sponsorships. This commission is for members meetings and events only and excludes sponsorships associated with the SHALE INSIGHT™ Conference.