



Nonprofit and Foundation Consultants

EXECUTIVE SEARCH CONSULTANTS

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## COMMUNITY OUTREACH MANAGER - METROPOLITAN MARCELLUS SHALE COALITION, PHILADELPHIA, PA



### 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 and extraction of this natural resource. The Community Outreach Manager – Metropolitan works with individuals, neighborhoods and communities in the Pittsburgh and Philadelphia major metropolitan areas of Pennsylvania to represent the Coalition and help inform key constituencies of the issues and opportunities around the safe development of natural gas in the region.*

### BACKGROUND

The Marcellus Shale Coalition (MSC) was formed in 2008 and is currently comprised of more than 250 producing and supply chain members who are fully committed to working with local, county, state and federal government officials and regulators to facilitate the development of the natural gas resources in the Marcellus, Utica and related geological formations. Our members represent many of the largest and most active companies in natural gas production, transmission, and gathering in the country, as well as the suppliers and contractors who service the industry.

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](http://www.marcelluscoalition.org).

### POSITION OVERVIEW

The Community Outreach Manager – Metropolitan (Manager) reports directly to the Vice President, Policy & Communications and indirectly to the President. The Manager role is largely externally-facing, and involves a significant amount of time outside of the office representing the MSC at grassroots, community and other events in southeastern and southwestern Pennsylvania. This position requires travel throughout major metropolitan communities, where key relationships with stakeholders at all levels must be strengthened and forged to enhance the industry's presence in these key areas. The position involves some non-traditional and evening hours as a result. The need for this position is immediate and we anticipate having the Manager beginning their work no later than March 2012.

More specifically, the Manager is responsible for:

- Working with Public Relations committee of the Board of Directors and retained Public Relations firm to execute a robust metropolitan grassroots outreach program for the organization.
- Organizing outreach in priority metropolitan communities for MSC members and developing the necessary strong personal relationships with key individuals in those communities.
- Identifying, cultivating, maintaining substantive relationships, and helping to shape communications strategies with key networks, organizations, associations, business councils, environmental interest groups, educational institutions, local government officials, and other key leaders in the urban centers of SW and SE PA.
- Contributing substantially to the database of contacts and to coalition ranks.
- Developing and contributing to the development of collateral material to be distributed at events.

- Working with external contractors to implement metropolitan communications strategy, through direct community outreach and paid and earned media activities as necessary.
- Serving as a chief staff contact for the Host Committee of MSC members, which will guide a number of initiatives associated with the SHALE GAS INSIGHT™ conference in Philadelphia in September 2012.
- Supporting MarcellusMatters.com political grassroots website, which serves as the MSC's hub for targeting legislators and regulators on key policy proposals.
- Other duties as needed.

## **KNOWLEDGE, SKILLS AND ABILITIES**

The ideal Manager candidate has a blend of the following:

- Proven ability to function independently in dynamic situations and environments
- An undergraduate degree in communications, business, science, or a related field is required
- Prior experience working in Pennsylvania, and a knowledge of the issues and geography of the area (specifically the metropolitan areas of Philadelphia and Pittsburgh)
- Demonstrated strong oral communication/presentation skills
- The ability to stand and remain engaged with people for long periods
- A natural relationship builder, with a passion and drive for engaging others
- Organizational skills, especially with respect to developing agendas and communicating with participants
- 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
- Demonstrated active listening skills, with the ability to diffuse contentious conversations
- An ability to relate well to people from all geographic, educational and socio-economic backgrounds
- Prior experience with sales, 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 website 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**

Individuals wishing to discreetly discuss this role may contact Todd Owens, Principal, Dewey & Kaye, 412.434.1335 or [todd.owens@deweykaye.com](mailto:todd.owens@deweykaye.com). Qualified individuals may apply confidentially by submitting resume, cover letter and compensation requirements as MS Word attachments to: [resumes@deweykaye.com](mailto:resumes@deweykaye.com). Please reference the following in the subject line of your email: **Metropolitan Community Outreach Manager, MSC (#215-MH687)**.

*If you do not receive an email confirmation of your submission within 3 business days, please contact Dawn Kopp at [dawn.kopp@deweykaye.com](mailto:dawn.kopp@deweykaye.com) or 412-434-1335.*

**Please direct all inquiries related to this position to Dewey & Kaye.**

*The Marcellus Shale Coalition is an Equal Opportunity Employer.*