



Nonprofit and Foundation Consultants

EXECUTIVE SEARCH CONSULTANTS

20 Stanwix Street, 9<sup>th</sup> Floor, Pittsburgh, PA 15222

Tel: 412.434.1335 \* Fax: 412.281.5925 \* Email: todd.owens@deweykaye.com

## COMMUNITY OUTREACH MANAGER – EDUCATION MARCELLUS SHALE COALITION, PITTSBURGH, 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 – Education works with individuals and communities throughout the region to represent the Coalition and help inform key K-12 educational constituencies of the issues and opportunities around the safe development of natural gas.*

### 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 – Education (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 educational events and venues throughout the five-state Marcellus region. This position requires travel, through which 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. Due to the school and systems based needs in this area, the Manager could reside in Pittsburgh or Harrisburg, PA – with an understanding that a presence will be needed across the Marcellus Shale region. The need for this position is immediate and we anticipate having the Manager begin 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 robust educational outreach programs for the organization.
- Organizing outreach in priority K-12 communities for MSC members and developing the necessary strong personal relationships with key individuals in those communities, both in schools and at the state and local governance levels.
- Contributing substantially to the database of contacts and to coalition ranks.
- Developing new ways to grow networks in K-12 educational organizations, and implementing communication efforts to cultivate those networks.
- Developing and contributing to the development of collateral material to be distributed at events.

- Working with external contractors to implement a K-12 educational communications strategy, through direct community outreach and paid and earned media activities as necessary.
- Establishing and managing an MSC-led Marcellus in Our Schools initiative to promote K-12 math and science education as a way to demonstrate the sustainability and promise of the natural gas industry in the region.
- Responding to speaking requests from educational institutions, districts, departments, associations and institutions.
- 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:

- Experience working with educational agencies and state departments of education, and understanding of curriculum development
- Proven ability to function independently in dynamic situations and environments
- An undergraduate degree in education, communications, business, science, or a related field is required
- Prior experience working in the Appalachian Basin, and a knowledge of the issues and geography of the area
- 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
- 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
- A demonstrated ability to work autonomously, and also know when to engage the MSC staff and members of various committees
- Prior experience with sales, marketing, communications, campaigns, public relations or organizing

## **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: **Education Community Outreach Manager, MSC (#214-MH687)**.

**Candidates must submit materials no later than Monday, February 6, 2012. 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.*