



Nonprofit and Foundation Consultants

EXECUTIVE SEARCH CONSULTANTS

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MEMBERSHIP AND BUSINESS DEVELOPMENT 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 Membership and Business Development Director is responsible for designing, leading and implementing all activities that attract, support, retain, orient, educate and serve the members of this Coalition.

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 45 full and more than 215 associate members, accounting for almost 100% of the drillers and operators in the Marcellus Shale region. The members of the coalition work with their 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 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 growing and dynamic membership association and has rapidly grown to a full-time staff of 12 (with additional staff to be added in 2012) in three locations to support the needs of the members in this high-growth industry. The MSC is at the forefront of issues related to the responsible development of Marcellus Shale, has a dedicated and influential Board of Directors, and headquarters in the Southpointe development 15 minutes south of Pittsburgh, PA.

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

POSITION OVERVIEW

Membership is the lifeblood of the MSC, and the Director plays an essential role overseeing research, identification, cultivation and retention of Full and Associate Members. The Membership and Business Development Director (Director) is a newly created position that reports directly to the President and Executive Director. There is shared administrative support for this position, and no other direct reports. The Director also supports the Membership Committee of the Board of Directors. The Director is responsible for all membership-related activity including, but not limited to events (membership, education, networking), speaking engagements, inquiries, orientation, meetings and conferences.

More specifically, the Director is responsible for:

- Designing and executing the strategy, in close partnership with the President and Executive Director, for cultivating new member relationships, and maintaining existing ones.
- Fielding and processing all membership inquiries and working with the President and Executive Director, and Membership Committee of the Board of Directors to orient new members.
- Scheduling and managing all prospective member information sessions.
- Supporting MSC leadership in pursuing identified membership targets.
- Scheduling and managing logistics for monthly membership meetings, typically involving 200+ members in attendance over 2 days.
- Maintaining committee membership lists and member/prospect database and monitoring engagement of members in MSC activities.

- Maintaining members-only website, including posting of all MSC committee meetings and major speaking engagements/events.
- Designing and implementing protocols for member contact, engagement and retention.
- Other duties as needed.

KNOWLEDGE, SKILLS AND ABILITIES

The ideal Director candidate has a blend of the following:

- A sophisticated and deep understanding about business principles, business development, sales, marketing and relationship cultivation
- A demonstrated understanding of the oil, energy, gas, utility or manufacturing industry(ies)
- At least 10 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
- Prior success selling into, or calling on senior decision makers of clients with a national base of operations, or located in state capitals or the Washington, DC area
- 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
- An intrinsic sense of urgency and immediacy in attending to work-related tasks
- A MBA or advanced degree from an accredited college or university
- Fluency in all Microsoft Office tools, Salesforce CRM tools, internet research, and website administration

COMPENSATION

This exempt, salaried position has an attractive compensation and benefits package consistent with other Director level roles in membership and industry support organizations of similar size, scope, scale and industry focus. The generous 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. 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: **Membership & Business Development Director, MSC (#211-MH687)**.

Candidates must submit materials no later than Monday, December 12, 2011. If you do not receive an email confirmation of your submission within 3 business days, please contact Dawn Kopp at 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.