

WV Surface Owners' Rights Organization (WV-SORO)
Outreach Coordinator Position Description

The WV Surface Owners' Rights Organization (WV-SORO) seeks a part-time Outreach Coordinator (40-80 hours/month).

Background: WV-SORO was formed in 2007 by public interest lawyer Dave McMahon, WV Citizen Action Group (WV-CAG), and several West Virginia landowners in response to increased interest in drilling for natural gas in the Mountain State and citizens' desire to protect their land against increasing encroachment by natural gas companies. WV-SORO works to address the industry's destructive practices and abuses by advocating for public policy and regulatory changes needed to expand surface owners' rights, educating West Virginians about they can protect their land, air, and water resources, and serving as a resource for its members and others dealing with oil and gas development on their land and in their communities.

Our goal is to establish a regulatory structure that recognizes the rights of surface owners and holds drillers accountable by providing those affected with the resources to be effective advocates on these issues and engaging them in pushing for the necessary public policy changes.

Position Overview: The Project Manager/Outreach Coordinator is responsible for planning, managing, and executing the organization's membership maintenance and support, communications, and outreach, including management of the membership database and website; composing and sending email updates and action alerts; press outreach; creation of a newsletter; and event planning and coordinating. The Outreach Coordinator works under the supervision of and in coordination with WV-CAG's Executive Director, Gary Zuckett, and our attorney, David McMahon to effectively communicate, activate, and provide support to our membership and others dealing with oil and gas development on their land and in their communities, deals with a diverse group of individuals seeking information, referrals for legal advice and other guidance on how to deal with oil and gas related activities, and is responsible for distributing educational materials when requested/needed.

Primary Responsibilities:

- Communications –
 - Membership Engagement - The Outreach Coordinator (OC) is responsible for the coordination, writing, editing, and sending of e-mail updates and action alerts, with assistance from designated staff to inform our members about upcoming events and opportunities to weigh-in on relevant permitting, rule-making, and other public policies. During the legislative session, this will include creating necessary letter writing campaigns, petitions to legislators, and other actions in consultation with appropriate staff.
 - Website Maintenance - The OC is responsible for maintaining and posting content on WV-SORO's webpage (which is setup in WordPress) with training, input and assistance from designated staff.
 - Newsletter - The OC coordinates the publication and distribution of an online and printed newsletter at least twice a year.

- Media/Press Outreach – The OC will assist designated staff with the writing and distribution of press releases.
- Social Media – The OC will be responsible for administering and posting content to WV SORO's Facebook page, and converting our current group page to an organizational page to improve and enhance WV-SORO's online visibility and presence.
- Membership Management & Maintenance – The OC is responsible for maintaining an up-to-date membership database, with training, assistance and support from our technical guru, Don Alexander, and facilitating the solicitation and renewal of membership dues.
- Event Planning and Coordination – The OC plans events, including membership meetings, educational workshops and conferences, and constituent meetings for the organization and/or in coordination with partner organizations. They are also responsible with the promotion of the event. WV-SORO frequently collaborates with community and allied organizations. The OC will be responsible for maintaining and building partnerships with community activists and other organized groups.
- Distribution of Educational Materials – The OC is responsible for the distribution of the educational materials, including the Surface Owners' Guide for Oil and Gas and other resources to WV-SORO members and others when requested/needed. The OC may also assist other staff with the development and editing of new resources for the WV-SORO website.

Qualifications: WV-SORO is seeking a high energy individual with strong interpersonal skills, who has demonstrated interest in, enthusiasm for, and commitment to our mission and goals. The candidate needs to have excellent organization and administrative skills, as well as, the ability to follow through on assignments with a minimum of direct supervision. Skills needed and/or desired in a candidate:

- Working knowledge of WordPerfect or Microsoft Office Word and Excel
- Strong written and verbal communication skills
- Experience planning and coordinating events
- Enthusiasm for civic engagement
- Familiarity with desk top publishing software, layout and graphic design skills, experience maintaining a database, and working knowledge of WordPress are a plus, but not required.

Compensation: Salary is commensurate with experience and qualifications.

Questions? Contact Dave at (304) 415-4288 o wvdavid@wvdavid.net.

To apply: Please email a cover letter, resume, three professional references, and writing sample to Dave McMahan at the address above.