



Digital Marketing Manager | Generation180

THE ORGANIZATION:

Generation180 is a nonprofit communications project that's supporting the cultural shift in consumer energy behavior, awareness and clean energy adoption.

Generation180 aims to accomplish this storytelling through visual, written, and interactive content and digitally-enabled marketing, resulting in a shift in public awareness and discourse around clean energy topics.

As part of a newly-launched venture, team members have the opportunity to make significant impact on the planning, execution, and growth of the organization.

ABOUT THE ROLE:

Generation180 is seeking an experienced, data-loving digital marketer to design and build robust processes to test, measure, and optimize audience targeting and content performance across email, web, social, search, and paid media. Responsibilities include:

- Creating a road map for the marketing team's path towards enterprise-level sophistication, including team growth, platform/tool usage, and internal processes
- Owning the planning, execution, analysis, optimization, and reporting of all marketing campaigns.

The role reports to the Director of Digital Communications and is based in our Charlottesville, VA office.

YOUR BASICS:

- 3-5 years digital marketing experience—the more exposure across media categories the better.
- Flexible: able to wear many hats as part of a small, fast-moving team, own tasks outside of your job description, and are comfortable operating under a degree of ambiguity.
- Care deeply about Generation180's mission of informing and educating the public about the global energy transition.
- Excellent collaboration skills and a good sense of humor.

EVEN BETTER:

- Social media management experience
- Proficiency with Adobe Creative Suite

Please submit all application materials (resume, cover letter, and any other supporting materials) via email to hello@generation180.org.