

Design and Marketing Specialist

THE ORGANIZATION

Generation180 is a non-profit working to inspire, empower, and equip everyday people to take action on clean energy.

Based in Charlottesville, VA, but working nationally, we are a tight-knit team looking to make an impact with high quality work that matters.

THE OPPORTUNITY

We are ramping up our content creation and looking for an energetic and creative team member to create visual assets that cut through the noise of online content and inspire others to think differently about their role in the energy transition. Together with the Creative Manager and Director of Communications, the Design and Marketing Specialist will create dynamite designs, write inspiring copy, and cultivate Generation180's online presence.

THE WORK

Design

- With Generation180 staff and our contractors, create original graphic design work including:
 - custom designs for social media and video assets
 - print materials like brochures, banners, and reports
 - icon design and custom illustrations for digital media
 - webpage layout

Marketing

- Lead the execution and monitoring of all Generations180s social media campaigns
- Write and copyedit emails, blog posts, social media captions, and video scripts
- Turn facts, figures, and abstract ideas into compelling and meaningful stories
- Bring new ideas for content that resonate with our current online tribe and spark interest from new audiences
- Provide Additional administrative and programmatic support as needed.

QUALIFICATIONS

- Ability to be nimble-- to wear many hats, and swap them quickly and often
- Fluid with the entire Adobe CC ecosystem
- Experience managing campaigns across social media platforms
- Understand visual design theories and ability to work within brand guidelines
- Understand the different elements that influence user experience and how to apply them
- 3+ years of relevant experience; Bachelor's degree preferred.

ORGANIZATIONAL CULTURE

Generation180 is a positive and collaborative work environment where all employees have the opportunity to make significant impact on the planning, execution, and growth of the organization.

- Staff has regular social events together, including staff retreats and happy hours.
- We walk the talk in our office and encourage use of local energy and low-carbon choices at home and work.
- We encourage work-life balance and allow staff to flex some hours during the week.



- We welcome diversity and applicants with unique experiences and perspectives, including women, people of color, and LGBTQ individuals.

COMPENSATION & BENEFITS

The salary range for this position is \$40,000-50,000 per year. Full-time staff receive 20 vacation days, 11 paid holidays, 12 sick days, and 5 days of paid growth leave. We have an excellent benefits package, including employee-covered health insurance, HSA contributions, and retirement contributions. We also provide paid parental leave, childcare reimbursement, a professional development stipend, and an electric vehicle purchase incentive.

HOW TO APPLY

Send us your resume, a cover letter that tells us why you want to work at Generation180, and a collection of your best work from each category of work we listed above. We won't be able to consider any applicant that doesn't submit a body of work. Please send all of your application materials to careers@generation180.org, include "Design Specialist" in the subject line of your e-mail. We will be accepting applications until April 15.