



Program Manager, Solar For All Schools | Job Description

The Organization

Generation180 is a national non-profit organization based in Charlottesville, VA. We inspire and equip individuals to take action on clean energy. We create opportunities for new voices to be heard as clean energy advocates and invest in their growth as leaders.

Momentum for clean energy and climate action is at a high point and growing -- putting us on the verge of a cultural and economic shift away from fossil fuels toward cleaner, healthier, more equitable future for everyone. Generation180 works to accelerate this shift by providing individuals with clear pathways to action and popularizing a new narrative of agency and hope that says:

- Your energy matters: you can take steps right now that will make an impact and accelerate our transition to clean energy.
- Together, we've got this: the solutions are ready and 100% clean energy is possible; the transition is happening and we're making progress. The time to engage is now.
- A new, clean energy future can be more just and equitable, lifting up communities that disproportionately suffered under the fossil-fuel economy. We are demanding that it be so.

Generation180 runs scalable campaigns using creative communication and organizing strategies rooted in behavioral science that inspire people to act. Current campaigns include:

- Electrify Your Ride: a campaign that educates consumers, policymakers, and the media about electric vehicles (EVs) and equips EV enthusiasts to be effective ambassadors.
- Solar For All Schools: a campaign leading the national K-12 solar schools movement through thought leadership and advocate empowerment.
- Electric School Buses: a campaign to speed up adoption of electric school buses.
- Flip The Script: a program that deploys creative communications across a variety of platforms telling motivating, compelling clean energy stories.

Generation180 is helping to spur a movement that will speed up the transition toward a more equitable clean energy economy. To learn more, please visit our website

www.Generation180.org

Solar For All Schools

Generation180 is working toward a future in which all of our schools are completely powered by clean energy. We are leading a nationwide movement that will reduce energy costs, enhance student learning, and foster healthier communities for all. Through our Solar For All Schools campaign, we are expanding access to solar by providing resources, sharing success stories, supporting and connecting school leaders, and advocating for stronger solar policies. The

campaign leverages the integral role that schools play in encouraging clean energy action throughout their communities.

The Solar For All Schools Program:

- Inspires a brighter future by sharing success stories and best practices from schools and districts around the country that have flipped the switch to clean energy.
- Maps the solar schools movement by collecting data on solar adoption by schools, tracking the trends, and identifying opportunities for growth.
- Provides a library of resources for going solar that includes step-by-step guides, answers to frequently asked questions, and personalized assistance.
- Empowers educational leaders to share their knowledge and experience with peers and inspire others to follow their lead.
- Supports and advocates for policies that expand equitable access to solar for all schools.
- Advances diversity and equity in solar adoption by supporting school districts in our target states that are located in low-income, under-resourced communities or communities of color.

Your Role

As a member of our collaborative team, you will have a direct impact in helping to grow a nationwide movement of schools switching to clean energy and play a role in all facets of the program work. The Program Manager will collaborate with the Program Director and the growing Generation180 team on national and state-level initiatives to work towards our vision of Solar For All Schools.

Your Responsibilities

Program Management

- Contribute to the strategy, development, and growth of the national Solar for All Schools campaign.
- Assist on the development and implementation of new state-level campaigns, which could include outreach to schools and partners, research and reports, development of new resources, building support for better solar policies, and assistance to under-resourced districts. Collaborate with and support future state-based program staff.
- Develop and execute strategies for reaching new school districts and school leaders to engage with our program and get on the path to clean energy.
- Stay current on the national movement of clean energy adoption by schools and identify trends and success stories that can be shared with our audiences.
- Track program metrics, evaluate what is working, and strategize on continued program effectiveness and expansion.
- Support development of content and facilitate in-person and virtual events for the Solar For All Schools program and the organization.
- Support cross-functional teams and work collaboratively with Generation180 staff to support organizational initiatives and goals.

Stakeholder Engagement

- In collaboration with our future Engagement Director, take the lead in growing our national network of Clean Energy School Leaders who have already gone solar and are willing to inspire and support others make the switch.
- Coordinate Clean Energy School Leaders Network meetings and opportunities for peer mentorship and learning, continued clean energy education, leadership development, and advocacy training for network members.
- Identify and create recognition opportunities for school leaders through events, storytelling, media engagement, and speaking opportunities.
- Develop collaborative partnerships with organizations at the national and state levels
- Represent Generation180 at conferences, coalition meetings, and other events with stakeholders and partners.

Reports and Resources

- Contribute to the completion of the national census of solar in K-12 schools. Manage the data collection, organization, and analysis using Excel spreadsheets. Oversee interns and contractors as needed.
- Collaborate on the production of the national report on solar in K-12 schools and accompanying materials and website. Contribute to the planning, research, writing, editing, and distribution of the report.
- Manage the Help Desk, update articles on the website, help answer questions, and build relationships with partners that can provide additional support.
- Identify and create new resources needed by schools to go solar. Maintain and update existing resource library.

Preferred Qualifications

- 5+ years of professional experience in project, program, or campaign management
- Proven ability to motivate people to take action or related experience in grassroots organizing, marketing, sales, or communications
- High comfort level with digital technology
- Excellent oral and written communication skills
- Experience with and understanding of solar technology, clean energy technology, and energy policy is strongly preferred
- Bachelor's degree from an accredited college or university
- Passion for Generation180's mission and a commitment to diversity, equity and inclusion

Desired Qualifications

- Experience working with school facilities, school administrators, and educational leaders
- Experience in education and training
- Experience producing reports, sales and marketing materials, or promotional content
- Experience working with detailed Excel spreadsheets

- Detail-oriented and organized
- Exceptional professionalism and people skills
- Flexibility and ability to wear many hats as part of a small, fast-moving team
- Entrepreneurial spirit and willingness to own tasks outside of your job description
- Excellent collaboration skills and positive attitude

Organizational Culture

We are a very team-oriented organization. Generation180 employees enjoy a positive, fun and collaborative work environment and have the opportunity to make significant impact on the planning, execution, and growth of the organization.

- Generation180 staff has regular social events together (virtual and in-person), including staff retreats.
- We walk the talk and encourage use of local energy and low-carbon choices at home and work.
- We encourage work-life balance and allow staff to flex hours during the week.
- We welcome diversity and staff members with unique experiences and perspectives, including women, people of color, and LGBTQ individuals.

Compensation & Benefits

- Compensation range is \$50,000-\$70,000 based on experience. We welcome candidates from a wide range of backgrounds who have the skills to fulfill this role—regardless of compensation history.
- Generation180 offers generous benefits. Full-time employees receive 4 weeks of vacation, 12 sick days per year, and 11 holidays. Health, dental, and life insurance are provided along with HSA contributions and reimbursement for vision expenses. Additional benefits include retirement contributions, paid parental leave, childcare reimbursements, professional development funds and leave, electric vehicle purchase incentive, and more.

Location

The Generation180 office is located in downtown Charlottesville, VA and we work east coast hours. We prefer candidates willing to work in Charlottesville, but will consider remote work for the right candidate.

COVID Safety

Everyone on the Generation180 team is fully vaccinated. We require that all new team members be vaccinated too. Currently, all Generation180 staff have the option to work remotely until safer levels of community spread are reached. We are following all local, state, and national guidelines.

How To Apply

Position open until filled. Please submit a resume and cover letter specific to this position to careers@generation180.org. Include “Solar for All Schools Program Manager” in the subject line of your e-mail.

Generation180 is an Equal Opportunity Employer and is seeking a diverse slate of candidates for formal consideration. Applicants with unique experiences and perspectives, including women, people of color and LGBTQ individuals are encouraged to apply.