Director of Leadership and Engagement
Charlottesville, VA or Remote
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 have 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 (EYR)**
  A campaign that educates consumers, policymakers, and the media about electric vehicles (EVs) and equips EV enthusiasts to be effective ambassadors.

- **Flip the Script**
  A program that deploys creative communications across a variety of platforms telling motivating, compelling clean energy stories.

- **Solar for All Schools (SFAS)**
  A campaign leading the national K-12 solar schools movement through thought leadership and advocate empowerment.

- **Electric Buses, Healthy Communities**
  A campaign to speed up adoption of electric school buses.

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](http://www.Generation180.org)
THE OPPORTUNITY

The Director of Leadership and Engagement is a newly created position responsible for planning and implementing comprehensive engagement strategies for Generation180. The Director of Leadership and Engagement will be joining the organization at a critical moment in our evolution as we scale our work across the country.

We are seeking a senior team member with a solid foundation of success organizing volunteers, facilitating and training groups, and helping to catalyze activism and leadership among everyday people. The Director will ensure delivery of impactful, high quality programs based on what we know from behavioral scientists to be effective ways to motivate individual action.

Reporting to the Executive Director and working closely with the leadership team, the Director of Leadership and Engagement will nurture, grow, and lead programs that support and empower Generation180 ambassadors, peer networks, and partners at the state and national level to become clean energy leaders in their communities. The ideal candidate will excel at building authentic relationships, designing effective partnerships and facilitating engaging events.
You are a “movement builder” who will be responsible for the development and implementation of strategies to significantly increase the number and diversity of clean energy ambassadors, and build their capacity to take action that has real-world impact.

**Your Responsibilities**

- Work with colleagues to develop engagement and network-building strategies for each of our main work areas, supporting or leading on their planning and implementation.
- Develop and implement engagement pathways that include a variety of actions and levels of involvement.
- Serve as a member of the senior leadership team.
- Work with coalition partners on joint engagement and movement-building strategies where appropriate.
- Lead delivery of our movement-building work, including organizing our ambassadors and wider audiences around common goals, and mobilizing them at key campaign moments to take action.
- Lead testing of new approaches to engagement with our key audiences, using learnings to continuously refine strategy and delivery.
- Promote advocacy, diversity, involvement, and inclusivity in developing and mentoring Gen180 ambassadors and other clean energy leaders.
- Help drive and coordinate the Generation180's strategic vision, developing and executing growth strategies while tracking achievable and stretch goal metrics.
- Help develop engagement strategies that increase advocacy for equitable clean energy policies to increase the accessibility of electric vehicles, solar, and other clean energy technologies. Stay up to date generally on relevant local, state, and Federal policy initiatives.
- Identify, develop, and manage long term strategic partnerships to maximize engagement on clean energy. Support to include representing Generation180 in conferences, both as an attendee and panelist.
- Play a key role in the development (from concept development to execution) of new initiatives and program pilots.
Desired Qualifications

• 10+ years of relevant experience; track record of effectively leading a team; ability to point to specific examples of having developed and operationalized community- or advocacy-based engagement strategies.

• Significant experience of working with volunteers in a campaigning context, either professionally, or as a volunteer yourself.

• Experience implementing organizing strategies and testing the effectiveness of engagement strategies.

• Knowledge of behavior science theory and practice related to key elements of human behavior that help accelerate cultural change.

• Passion and commitment for making an impact in the climate/clean energy space and interest in electric vehicles and renewable energy.

• Ability to thrive in a high-energy, fast-paced and entrepreneurial organization as part of a collaborative and committed team.

• Relationship-oriented with strong emotional intelligence, empathy, humility, and an outstanding ability to build and maintain relationships with partners, funders, sponsors, and volunteers.

• Comfort engaging on race, gender, and equity with a strong understanding of and ability to engage on the issues and power dynamics around race, gender, equity, and clean energy policy.

• Eagerness to partner with colleagues to solve problems, seize opportunities and advance the mission of Generation180. You actively listen and communicate well and enjoy collaboration.

• Impeccable organizational and time management skills.

• Action-oriented, entrepreneurial, adaptable, community-centered and innovative.

• Creative, flexible, positive attitude with a good sense of humor and entrepreneurial spirit.

• Motivated, self-starter with the ability to take initiative, develop ideas, and see them through to implementation.

• Experience working with teams that have a rich mix of talent and backgrounds.

• Expertise in climate/environment/clean energy is preferred but not required.
CULTURE AND COMPENSATION

Organizational Culture
We are a team-oriented organization. Generation180 employees enjoy a positive, fun and collaborative work environment and have the opportunity to make a 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 unique experiences and perspectives, including women, people of color, and LGBTQ individuals.

Compensation & Benefits
• Compensation range is $100,000-$120,000 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 AND COVID SAFETY

Location

The Generation180 office is located in downtown Charlottesville, VA and we work east coast hours. We are open to remote candidates for this position.

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.
Questions, resumes, and CVs should be sent to search@driconsulting.com

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.

www.Generation180.org