



Program Associate – Transportation & Clean Energy | 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 a movement of schools switching to solar through education and advocacy.
- Electric School Buses: a campaign helping school decision makers, policymakers, and the public understand how to electrify buses as soon as possible.
- 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

Your Opportunity

Transportation is the leading source of addressable carbon emissions. As a member of the Generation180 Electrify Your Ride team, you will have a direct impact in helping accelerate the transition to electric vehicles.

Electrify Your Ride inspires and educates consumers, policymakers, and the media about electric vehicles and equips electric vehicle enthusiasts to be effective ambassadors. If you're an energetic, creative thinker with a marketing mind, passionate about the transition to clean energy, then this is the place for you!

Your Role

The Electrify Your Ride Program Associate joins the team at a crucial time of rapid expansion. The Associate will work closely with the Program Director to grow the Electrify Your Ride program both nationally and throughout the southeast region.

You'll be joining a small team of entrepreneurial, creative problem solvers designing programs and creating partnerships to tackle the challenges of broadening public awareness and adoption of electric vehicles. Key activities include assisting with awareness building initiatives and events, helping to coordinate ambassador leadership development programs, promoting equitable pro-electric vehicle policy advocacy, and supporting the growing EYR team. A successful candidate will bring passion and ideas to the campaign, while also being focused on executing tasks and ensuring program deliverables and goals are met.

Your Responsibilities

- Project Management – Work closely with EYR team to keep various projects on track, and on budget
- Message Development and Marketing - Support the development of original content, creative approaches to audience development, storytelling, and media tactics
- Event Management – With the Program Director, plan and execute monthly virtual event series to engage and grow Generation180's audience. Also, help coordinate in-person community events, workplace programs, and other creative events
- Organizing, Outreach, and Engagement – Help with outreach and recruitment to activate and grow Generation180's network of electric vehicles owners ("EV Ambassadors"), especially through activities targeted toward companies/employers and their employees
- Resource Development - Manage and expand library of relevant resources, promote and track use of tools in the resource library
- Support Research and Analysis – Help with original research and analysis projects, including vendor management, data entry and basic data analysis
- Support Cross Functional Teams – Work collaboratively among Generation180 teams as needed. Support future state-based program staff

Desired Qualifications

- 3 + years of relevant experience, background in marketing / communications and/or program administration
- Excellent organizational and planning skills with attention to detail

- Ability to design intuitive organizational systems that make things easy for others
- Strong interest in the areas of mobility, transportation, sustainability, climate change, clean energy, environmental justice, or a closely related field
- Creative, flexible, positive attitude with a good sense of humor and entrepreneurial spirit.
- Experience working with teams that have a rich mix of talent, backgrounds, and perspectives
- Strong verbal and written communications skills
- Comfortable using a range of technology including databases, Google Suite, Microsoft Office, A/V equipment, Hubspot or similar CRM, project management tools, and more
- Support of Generation180's mission
- Strong commitment to diversity, equity and inclusion

Organizational Culture

We are a 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 unique experiences and perspectives, including women, people of color, and LGBTQ individuals.

Compensation & Benefits

- Compensation range is \$40,000-\$50,000 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 able to work in Charlottesville.

COVID Safety

Everyone on the Generation180 team is fully vaccinated. We require that all new team members be vaccinated too. We offer an optional hybrid work schedule. 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 “EYR Program Associate” 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.