



## Marketing Manager - 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](http://www.Generation180.org)

### Your Role

As a member of Gen180's communications team, this position will play a key role in the planning and execution of campaigns across our two core marketing channels: email and social media. Additionally, this position will help level up the sophistication of the communications

team's data management, marketing automation, and reporting across these same two channels. While this role will report to the Communications Director, it will collaborate closely with other Program Directors, as well as the Director of Leadership and Engagement.

## Your Responsibilities

### Email (50%)

- In collaboration with each program team, you will plan, develop, assemble, publish, and report on email marketing campaigns that support the goals of Electrify Your Ride, Solar for All Schools, Flip the Script, and other organizational initiatives.
- Own the management, organization, analysis, continuous improvement, and reporting of the entire organization's email lists, CRM, marketing automation/workflows, and data management.
- Staying current on industry trends and best practices for advocacy organizations.

### Social media (50%)

- In collaboration with each program team and other Comms team members, plan, develop, assemble, publish, and report on social media campaigns that support the goals of Electrify Your Ride, Solar for All Schools, Flip the Script, and other organizational initiatives.
- In collaboration with the Communications Director, plan, execute, and report on paid campaigns on Facebook/Instagram, Twitter, LinkedIn, and Google Ads.
- Staying current on industry trends and best practices for advocacy organizations.

## Desired Qualifications

- At least five years of direct experience in email marketing, social media management (organic and paid), and paid digital advertising
- Passion for Generation180's mission and a commitment to diversity, equity and inclusion
- Experience using HubSpot or similar marketing platform/CRM
- Ability to quickly produce clear, concise, compelling, on-brand written copy for social media and email marketing campaigns
- Fluent in email marketing, social media, and digital advertising metrics and proficient in analyzing and reporting out on campaigns
- 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

## Preferred Qualifications

- Domain expertise around clean energy and climate issues, clean energy technologies, and core topics
- Some basic understanding of markup languages such as CSS and HTML
- Experience with WordPress
- Experience with Canva, Adobe Creative Suite, or other graphic design software

## 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 \$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. 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](mailto:careers@generation180.org). Include “Marketing 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.*