Communications Director
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.

**Solar for All Schools** *(SFAS)*
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)
The Communications Director plays a key leadership role in the organization and is joining at a critical moment in Gen180’s evolution as we scale our work across the country. The Communications Director will be a dynamic marketer and communicator with the ability to significantly raise the visibility and influence of Generation180 and bring the organization to new audiences.

Co-leading a small, best-in-class, fast-paced communications team alongside the Director of Media Relations, this role leads brand, growth, content, and audience strategies across all the organization’s campaigns. In addition to setting strategy, this role involves overseeing — and at times directly owning aspects of — execution of the above strategies. We are seeking a senior team member with strong marketing and communications experience who knows how to tell a compelling story, is well-versed across a wide variety of content formats and channels, and can demonstrate both effective team leadership as well as an ability to “roll up one’s sleeves” to get the work done.
RESPONSIBILITIES

Strategy

• Develop and lead a sophisticated marketing strategy to reach defined target audiences with high impact messages that move audiences to action

• Collaborate with the leadership team to develop, optimize, measure and grow Gen180’s campaigns

• Lead the communications team to craft communications strategies that support Gen180’s programs and goals for growth, brand visibility, and impact

• Ensure that Gen180’s brand position, visual identity, and messaging are clear, compelling, and consistent across various platforms

• Lead audience growth strategy, including organic, paid, event, and partner acquisition channels

• Partner with the Director of Media Relations to develop Gen180’s thought leadership plan and identify opportunities to enhance the organization’s position in the clean energy landscape

• Partner with the Director of Philanthropy to ensure the organization’s brand and value proposition resonate with and inspire increased investment from and engagement of funder prospects

• With Director of Leadership and Engagement, build and maintain a ladder of engagement that attracts attention to the organization, recruits new supporters and converts supporters to active ambassadors for clean energy action

• Oversee market and trend data analysis; recommend new strategies or adjustments to current programs, campaigns, and content/publications

Execution

• Lead content marketing strategy and oversee content development across a wide variety of formats and channels, including video, infographic, blog, podcast, slide deck, and other formats for email, website, social media, fundraising materials, and more

• Oversee and participate in execution of digital marketing ad spend, including paid social, search, display, and partner channels

• Explore, test, and iterate new communications technologies and platforms

• Provide communications support (promotion and amplification) for online and offline Gen180 events, including webinars, conferences, workshops and more

• Use a mix of media to achieve goals (including print and digital, social media platforms, in-person presentations, videos, brochures, etc. to reach and persuade specific audiences)
DESIRED QUALIFICATIONS

- Minimum 7 years communications and marketing experience, with significant experience (>5 years) managing a program and budget
- Proven track record of leading strategy and execution of communications and marketing campaigns, optimally for an environmental, transportation, public health or climate movement organization
- Proven track record of leading growth marketing efforts that substantially increased user/customer base
- Expertise in branding, customer/audience segmentation, messaging and a variety of communications tactics; a background in journalism, public relations, communications studies or agency experience is preferred
- Outstanding oral and written communications skills that demonstrate an ability to:
  - Convey a compelling story about Gen180’s theory of change and impact
  - Translate complex, layered issues into persuasive narratives that can change consumer behavior
  - Communicate Gen180’s strategies with accessible expertise (without jargon and acronyms) that is required to gain positive public attention
- Outstanding project management abilities to ensure that programs and projects are advancing on time and on budget
- Experience designing and executing effective events and audience engagement strategies
- Social media savvy with deep understanding of how to integrate social into comprehensive communications and movement-building strategies
- Self-driven ambition and an innate understanding of how to manage through influence
- Mastery of relationship-building skills with a wide range of external constituencies, from public agencies and government regulators to Fortune 500 companies, technology start-ups and nongovernmental organizations
- Highly collaborative style with ability to operate as a thought partner to the executive director and leadership team and to operationalize strategy
- Content knowledge in clean energy, environmental and/or climate change movement – and familiarity with using cultural narratives – is preferred
- Intellectual curiosity and ability to become a credible, respected representative of Gen180
- Proven skill in using research, data, and insight to achieve meaningful understanding of target audiences, shape strategic thinking, and drive thoughtful tactical execution that engages audiences in new ways
- Excellent strategic and creative judgment, and the ability to work productively with creative teams to execute a strategic vision
- A commitment to an equitable workplace and the effort it takes to maintain one
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 $90,000-$130,000 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 12 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 as well as 5 days of additional leave for professional development, 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.
HOW TO APPLY

Position open until filled. Please submit a resume and cover letter specific to this position to careers@generation180.org.

Include “Communications Director” 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.

www.generation180.org