

Graphic Design Assistant | 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 we 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 a 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 and cultural strategies 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 Role

We are ramping up our content creation and looking for an energetic and creative team member to produce visual assets that cut through the noise of online content and inspire others to think differently about their role in the energy transition. Together with our Senior Designer and Communications Team, the Graphic Design Assistant will produce dynamite designs, write inspiring copy, and cultivate Generation180's online and print presence.

Key Responsibilities

- With Generation180 staff and our contractors, execute production of graphic design work including:
 - Social Media: work with Communications Team to produce memorable and engaging content
 - Video: assist with production of videos ranging 15sec-3min
 - Print: produce print-ready files for brochures, banners, and reports
 - Presentation Design: provide programmatic support with PowerPoints and one-pagers
- Formatting graphics as well as collecting, processing, and proofing various graphic files
- Assessing project specifics and creating a final product that adheres to those requirements
- Collaborating with the staff to define design goals
- Following a workflow and timeline to ensure projects progress in a timely manner
- Turn facts, figures, and abstract ideas into compelling and meaningful graphics
- Bring new ideas for content that resonate with our current online community and spark interest from new audiences
- Provide administrative and programmatic support as needed

Preferred Qualifications

- Ability to be nimble -- to wear many hats, and swap them quickly and often
- Fluid with the entire Adobe CC ecosystem
- Ability to take an idea from sketch to final product, all while adhering to brand guidelines
- Has a meticulous eye with an ability to catch the smallest of errors
- 1+ year of relevant experience; Associate's or Bachelor's degree preferred
- Excellent collaboration skills and positive attitude.
- Passion for Generation180's mission and a 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 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 staff members with unique experiences and perspectives, including women, people of color, and LGBTQ individuals

Compensation & Benefits

- Compensation range is \$40,000 to \$45,000 per year, depending 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 very 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 reimbursement, professional development funds as well as one week of additional leave for this purpose, electric vehicle purchase incentive, and more.

Location

The Generation180 office is located in downtown Charlottesville, VA.

COVID Safety

Everyone on the Generation180 team is fully vaccinated and boosted. We require that all new team members be vaccinated too.

How To Apply

Send us your resume, a cover letter that tells us why you want to work at Generation180, and a collection of your best work (link to portfolio or attached PDF). We won't be able to consider any applicant that doesn't submit a body of work. Please send all of your application materials to careers@generation180.org, include "Design Assistant" in the subject line of your email.

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.