



## Media Intern | 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.

### Your Role

Generation180 interns gain valuable real-world experience and contribute to our understanding of the country's rapid transition to clean energy. They apply what they're learning about communications, media, public relations, writing, and/or graphic design in the workplace setting, supporting Generation 180's new energy narrative communications campaign. Learn more at [www.Generation180.org](http://www.Generation180.org).

### Job Duties

The fall Media Intern will assist with all Gen180 media and communications work. They will work closely with the Director of Communications and Communications Manager on amplifying current Gen180 campaigns including Electrify Your Ride and Solar for All Schools and assisting with our primary communications campaign, Flip the Script.

We are seeking a dynamic intern to support the Generation180 communications team in the following ways:

- Developing and updating media lists
- Conducting outreach to stakeholders
- Supporting media monitoring and social listening to identify target outlets and reporters
- Analyzing media coverage
- Pitching stories to the media and other media support
- Supporting social media content development
- Contributing to event planning and execution
- Other tasks depending on your skills and our needs

### Basic Qualifications

- Proven ability to take initiative, think critically, and problem solve
- Excellent communication skills- written and oral- with the ability to communicate with various audiences

- Strong organizational skills and ability to collaborate with a team to get the job done
- Eagerness to learn by doing
- Demonstrated attention to detail
- Curious, creative nature
- Proven passion for Generation 180's mission

### Preferred Qualifications (not required)

- Relevant experience and coursework in any of the following fields: marketing, communications, public relations, journalism, public affairs, design.
- Prior experience with advocacy campaigns
- Familiarity with social media platforms

### Schedule

The intern is expected to work up to 15 hours a week for 12 – 16 weeks. This is a paid position at \$15/hr.

Work can be done remotely or from the Generation180 offices in downtown Charlottesville. Schedule can be flexible to cater to student academic schedules and holiday breaks.

### To Apply

Please submit a resume and cover letter to [hello@generation180.org](mailto:hello@generation180.org). Please include “2022 Media Intern” in the subject line of your email. Applications will be accepted on a rolling basis until August 30, 2021, with a start day to be mutually decided on with the selected intern.

*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.*