



## Pennsylvania School Education Market Advisor | 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 in Pennsylvania for energy independence 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, and more equitable future for everyone. Generation180 works to accelerate this shift by providing individuals with clear pathways to action and by popularizing a new narrative of agency and hope. To learn more, please visit our website [www.Generation180.org](http://www.Generation180.org)

### Solar For All Schools

Generation180 is working toward a future in which all of our schools are completely powered by clean energy. We are leading a nationwide movement that will reduce energy costs, enhance student learning, and foster healthier communities for all. Through our Solar For All Schools campaign, we are expanding access to solar by providing resources, sharing success stories, supporting and connecting school leaders, and advocating for stronger solar policies. The campaign leverages the integral role that schools play in encouraging clean energy action throughout their communities.

The Solar For All Schools Program:

- Inspires a brighter future by sharing success stories and best practices from schools and districts around the country that have flipped the switch to clean energy;
- Maps the solar schools movement by collecting data on solar adoption by schools, tracking the trends, and identifying opportunities for growth;
- Provides a library of resources for going solar that includes step-by-step guides, answers to frequently asked questions, and personalized assistance;
- Empowers educational leaders to share their knowledge and experience with peers and inspire others to follow their lead;
- Supports and advocates for policies that expand equitable access to solar for all schools; and
- Advances diversity and equity in solar adoption by supporting school districts in low-income, under-resourced communities.

### Your Opportunity

We are looking for a Pennsylvania Education Market Advisor to join our team who is interested in empowering schools to take action on transitioning to clean energy. The Market Advisor will work closely with the Pennsylvania Director to develop and execute a plan for identifying and assisting schools in their transition to solar energy. The Market Advisor will handle a variety of responsibilities from market research and analysis to coordinating outreach efforts to



statewide school board members, school administrators, and facility managers. The Market Advisor will need strong relationship building skills, experience working with school leadership and administrators, and extensive working knowledge of the Pennsylvania educational system. Experience overseeing clean energy projects at schools is strongly preferred.

## Key Responsibilities

### Strategy Planning, Outreach and Engagement

- Identify and prioritize school districts for solar in PA, research and enter target communities, and build relationships with key local leaders and decision-makers.
- Serve as an educational strategist and point-of-contact on local and state education issues that impact clean energy adoption in Pennsylvania.
- Collaborate with partner organizations to plan, organize, and execute program-related events (both virtual and in-person).
- Represent Generation180 at school board meetings, community meetings and other school-related events with stakeholders and partners.
- Collaborate and support strategy, development, and growth of Gen180's campaigns in PA.
- Help to grow and support the statewide Clean Energy School Leader Network.
- Establish outreach goals and report weekly on new contacts made.
- Carry out the state campaign outreach priorities.
- Work closely with the Communications team to develop and deploy marketing and media strategies to target priority school leaders.

## Preferred Qualifications

- Minimum of 5+ years professional experience in school administration, facilities, or operations; as a school board member or in the state-level leadership in the education sector.
- Established professional network in Pennsylvania related to school leadership, administration, facilities and operations.
- Experience supporting a school/district's transition to clean energy (including energy efficiency, solar energy, and electrification).
- Effective relationship-building skills.

## Desired Qualifications

- Passion for Generation180's mission.
- Demonstrated understanding of political/social/economic issues of Pennsylvania.
- Attention to detail with strong organizational and time-management skills.
- Exceptional professionalism, follow-through, and people skills.
- Excellent oral and written communication skills.
- Entrepreneurial spirit.
- Commitment to diversity, equity, and inclusion.



## Schedule and Compensation

This is a part-time contract/consulting position for up to 20 hours per week through May 2023. This is a short-term contract with a strong likelihood of renewal. Compensation rate is negotiable based on experience. We welcome candidates from a wide range of backgrounds who have the skills to fulfill this role.

## Location

Applicants must live in Pennsylvania and have a network in the state's education sector. The location within Pennsylvania is flexible, but the candidate may be asked to travel for meetings within the state. This position will report virtually to the Pennsylvania Director and work virtually with Generation180 staff based in our headquarters in Charlottesville, VA.

## COVID Safety

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

## 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 "PA Education Market Advisor" 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.*