Generation180

Generation180 is a national non-profit organization based in Charlottesville, VA, working to accelerate the transition to a clean energy economy. We inspire and equip individuals to take action on clean energy in their homes and communities. We create opportunities for new voices to be heard as clean energy advocates and we invest in their growth as leaders.

2023-2024 Academic Year Communications Internship

Generation180 interns gain valuable real-world experience and contribute to our understanding of the country’s rapid transition to clean energy. The Intern will apply their media relations, digital marketing and storytelling skills to complete key projects for Generation 180’s Electrify Your Life, Solar for All Schools and Flip the Script campaigns. They will be an integral part of a highly collaborative, creative team creating impactful work that inspires people to take action for our climate and clean energy. Working directly with the Director of Communications and Communications Manager, the Intern will play a key supporting role across all of Generation180’s media, programmatic, and cultural communications initiatives.

Duties

The Intern will support the Generation180 team in the following ways:

Media Relations
- Developing and updating media lists
- Supporting media monitoring and social listening to identify target outlets and reporters
- Analyzing media coverage
- Pitching stories to the media and other media support

Email + Social Media Marketing
- Supporting social media content development and social community management
- Draft email copy and support email assembly and delivery
- In coordination with the Senior Digital Marketing Manager, assist with SEO efforts, drafting ad copy, and monitoring ad performance.

General Communications Support
- Contributing to event planning, logistics, and execution
- Work cross functionally to support other Generation180 programs
- Provide additional administrative and programmatic support as needed

Desired Qualifications
- Strong written communication skills
• Relevant experience and coursework in any of the following fields: communications, marketing, public relations, journalism, and/or public affairs.
• Familiarity with social media platforms (experience is preferred, but not required)
• Ability to be nimble – and willingness to help out where needed
• An eye for detail
• Excellent collaboration skills, positive attitude, and a sense of humor
• Passion for Generation180’s mission
• Commitment to diversity, equity, and inclusion
• High comfort level with using, or learning, basic office software including google drive, slack, and project management software, like Monday.com
• Prior professional or volunteer experience in a communications-related position.

Schedule & Compensation
This internship is a part-time position for 15-20 hours per week for August 2023 – May 2024. This is a paid internship compensated at the rate of $15 - $20 per hour, depending on experience. The schedule is flexible.

Location
The Generation180 office is in downtown Charlottesville, VA, and we work east coast hours. Our Director of Communications is based in the greater Washington, DC area. Therefore, an intern located in Washington, DC or Charlottesville, VA is preferred, though not required. The Internship can be fully remote or have a hybrid work schedule depending on the intern’s location.

To Apply
Please submit a resume and cover letter that tells us why you want to work at Generation180 to careers@generation180.org. Please include “Communications Intern” 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.