



FREELANCE CONTENT WRITER | GENERATION 180

THE ORGANIZATION:

Generation 180 is a nonprofit committed to advancing the transition to clean energy and supporting a cultural shift in energy awareness among individuals and communities. Generation 180 aims to accomplish this through visual, written, and interactive content, digitally-enabled marketing, and a volunteer network.

ABOUT THE ROLE:

Generation 180 seeks a creative (part-time) freelance content writer to contribute articles across a variety of topics that communicate trends in the energy transition and the benefits of clean energy adoption to an audience of everyday consumers. All candidates are expected to have excellent written and verbal communications skills. The most successful candidate will have a strong portfolio of published work that demonstrates clear, accessible writing, diligent research, and an ability to distill complex topics for an uninitiated, non-industry audience.

RESPONSIBILITIES:

- **Blog Content:** research topical events and issues related to the energy transition and energy awareness, assist the Communications Director in identifying topical opportunities and setting a content calendar, and compose original articles for Generation 180's blog on a monthly basis.
- **Social Media:** make recommendations for social media promotion of blog content and draft copy for related social media posts.
- **Team Collaboration:** communicate and collaborate with volunteer and research team members to more effectively incorporate Generation 180 campaigns into blog themes and article scheduling.

The contractor will work directly with our Communications Director and will be paid on a per-content piece basis. Location in Charlottesville is desirable, but not required.

QUALIFICATIONS:

- Expertise in digital marketing, SEO, and keyword optimization
- At least 5 years of writing experience (freelance or full-time)
- Comfortable acting as a flexible contributor to a small, fast-moving team
- Care deeply about Generation 180's mission of informing, educating, and empowering the public to engage in the transition to clean energy

To apply, please submit a resume and 2-3 published articles to careers@generation180.org