

GOOD, GREEN JOBS

A NO-NONSENSE GUIDE TO ENVIRONMENTAL JOBS AND CAREERS

With sustainable business practices on the rise in many companies — and in many business schools — the question looms large: How do you land an environmental job in a company, agency, or other organization?

First the bad news: traditional environmental jobs in big companies are on the wane. For reasons too complex to discuss here, many companies are cutting back on their environment health and safety staff. Call it prudent or call it shortsighted. But call it a fact.

The good news is that many companies are integrating environmental thinking into other parts of their operations — into manufacturing, facilities management, procurement, accounting, finance, marketing, sales, legal, and communications — creating new job opportunities and career paths.

More often than not, the environmental aspects of these jobs are hidden. That is, the jobs aren't advertised as "environmental." Rather, companies with strong commitments to environmental responsibility are looking for job candidates who "get it" — who understand the opportunities for environmental initiatives to add value to companies through decreased costs, increased sales, new market development, reduced risk, increased quality, and other means — and who can seamlessly integrate those goals into their everyday jobs. It's these "stealth" environmental jobs that are the growing opportunities for job seekers at every level.

In this document, you'll find some of the many resources to help you find the right fit for you — and your values.

Life in the Trenches

What can you expect as you work your way up the environmental job ladder? As part of its "Life in the Trenches" series, GreenBiz.com profiled executives at the top of their game for insight into what makes for a successful environmental career. Here are excerpts:

Q: What background does your job require?

Nancy Hirshberg, Director of Natural Resources, Stonyfield Farm:

A: People contact me all the time from the nonprofit world. They have lots of communication and people skills — all of which are very important. But as a manufacturer, to have credibility with the operations staff, where most of our impact is, you need to have a solid understanding of operations. The staff needs to know that you understand and support their objectives, and aren't pursuing a separate agenda. In addition to strong operations skills, a solid understanding of organizational development will make the person most effective.

Q: What's at the heart of your job?

Iris Gold, Director of Environmental Affairs, Citigroup

A: My job is a rare opportunity to meld my personal interests in environmental affairs with my professional life. Working at the world's largest financial services company also offers new and diverse challenges every day as Citigroup strengthens its commitment to become a global leader in addressing environmental issues. With recent analyses

suggesting that companies which take a proactive approach to environmental issues experience better financial performance as a result, I believe that environmental decision-making will move beyond just ensuring compliance and toward exploring strategic opportunities for building value.

Q: What's your advice for someone who wants to do good, green work for a corporation?

Tony Kingsbury, Plastics in the Environment Expertise Center Manager, Dow Chemical:

A: In order to be effective in dealing with external environmental opportunities in a corporate setting, one must understand the business, the customers, and the uses for the products. That's why I recommend starting in business functions where you can learn these things. You can be a more credible advocate for your causes if you have a firm grounding in business.

Job Search Tips

You know that an excellent education is the first step in preparing yourself for a challenging, rewarding job, but now what? Here are some helpful tips, from finding your niche to nailing that interview.

- **Take aim.** Want a job in industrial hygiene or ecological engineering? Occupational health or environmental health and safety? Don't know the difference? Browse job descriptions and duties in the "Choosing a Career" section at www.greenbiz.com/jobs/choosing.html. What best fits your education, training, and personal goals?
- **Write a Web-ready resume.** The vast majority of resumes are now posted or submitted online.

Find tips on resume-writing for the Internet at www.greenbiz.com/jobs/resume_tips.html.

- **Craft a killer cover letter.** The key to cover letters is demonstrating that you have a clear understanding of your potential employer's operations, a focused employment goal, and the skills to do the job well. Find more information on writing cover letters for environmental jobs at www.greenbiz.com/jobs/cover_tips.html.
- **Go surfing.** As with any job search, the Internet is an obvious place to start. Good, up-to-date databases of environmental jobs are increasing in number every year. Yet most employers don't waste their time posting positions on more than one database unless they are having a particularly difficult time filling an opening. To stay on top of things, your best bet is to identify companies you'd most like to work for and monitor their Web sites for new job openings. For a listing of environmental job links, visit www.greenbiz.com/jobs/links.html.
- **Send it blind.** It's always better to send a resume when you know someone inside, or have other influential contacts, but you *can* send a resume to employers so that they have it on file. This is advisable if you want to limit your job search to specific industries or geographic areas. Just remember — you won't have the benefit of tailoring your application to a specific job listing, so help prospective employers get a good sense of you as an applicant by including a focused and well-written cover letter that explains why you'd like to work in that region or field.

- **Nail the interview.** A job interview is your best opportunity to convince prospective employers they need look no further to fill that open slot. There are a few widely applicable guidelines to interviewing for environmental positions. Learn more at www.greenbiz.com/jobs/interview_tips.html.

More Helpful Resources

Visit GreenBiz JobLink (www.greenbiz.com/jobs) for the latest job listings, resumes, and job-finding tips. Here's a sampling of the dozens of other job-finding resources you'll find.

- **Applying for Government Jobs in the Environment** (www.greenbiz.com/jobs/govt_tips.html). Essential information on job requirements and hiring procedures for environmental positions.
- **Beyond Grey Pinstripes: Preparing MBAs for Social and Environmental Stewardship** (www.greenbiz.com/jobs/beyondgrey.html). Identifies U.S. MBA programs focused on educating future business managers in environmental issues and provides related information for business-school students and faculty, as well as for corporations.
- **Environmental Careers Organization** (www.greenbiz.com/jobs/ECO.html). Supports the education of the next generation of environmental professionals.
- **Environmental Job Salary Survey Says: Diversify** (www.greenbiz.com/jobs/salarysurvey.html). In the current climate of economic belt-tightening, more companies are cutting environmental budgets and salaries — or trying to do more with less.

Good, Green Reads

Here are three of the many books that profile workers on the front lines. No dry reading here — if you want to know what today's environmental jobs are really like, pick up one of these titles:

- *100 JOBS IN THE ENVIRONMENT* profiles — you guessed it — 100 people working in various environmental jobs. A bonus? Each listing details how the employee got the job. (www.greenbiz.com/jobs/book10.html)
- *The Complete Guide to Environmental Careers in the 21st Century* also offers an up-close look at a variety of environmental professionals, what they really do, and how they arrived at their current positions. (www.greenbiz.com/jobs/book11.html)
- *Green at Work: Finding a Business Career That Works for the Environment* features interviews with more than 70 workers in everything from finance and marketing to media and the arts, showing that "environmental" jobs appear in every company and sector. (www.greenbiz.com/jobs/book12.html)

Titles in the GreenBiz Bookstore run the gamut of environmental topics. Visit www.greenbiz.com/books to read about dozens of other titles that can help you get your brain into the game.

- **Green4Green** (www.greenbiz.com/jobs/network.html). An online social networking site that allows users to find, contact, and communicate with other eco-minded individuals.
- **How to Change the World: Social Entrepreneurs and the Power of New Ideas** (www.greenbiz.com/jobs/book14.html). Profiles of “driven, creative individuals who question the status quo, exploit new opportunities, refuse to give up — and remake the world for the better.”
- **Making A Living While Making A Difference: The Expanded Guide to Creating Careers with a Conscience** (www.greenbiz.com/jobs/book15.html). A guide to career opportunities in green businesses.
- **National Association of Environmental Professionals** (www.greenbiz.com/jobs/NAEP.html). Works to advance environmental professions.
- **National Registry of Environmental Professionals** (www.greenbiz.com/jobs/NREP.html). Promotes legal and professional recognition of those trained in environmental specialties.
- **Net Impact** (www.greenbiz.com/jobs/netimpact.html). Helps business leaders incorporate sustainable and environmental business practices into their work.
- **Sustainable Development: The Next Generation of Business Opportunity** (www.greenbiz.com/jobs/trends.html). Analyzes and discusses current trends of business’ progress towards sustainability.
- **Trade-Off Myth: Fact & Fiction About Jobs and the Environment** (www.greenbiz.com/jobs/book16.html). An in-depth examination of the deep-seated belief in the trade-off between economic prosperity and environmental stewardship.
- **USA Jobs** (www.greenbiz.com/jobs/government_fnd.html). Search for jobs with the U.S. federal government, including the U.S. EPA.

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