



Sustainable Business Job Search Resources



EDGE

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Global Environment (EDGE)

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Part I: Exploring the Options

Career landscape

Lots of buzzwords...



Lots of buzzwords...



Example job titles

Corporate Sustainability / Corporate Social Responsibility

Example Roles

- Manager of Sustainability & ESG, **JetBlue Airways**
- Environmental Program Manager, **Apple**
- Sustainable Materials & Innovation Program Manager, **REI**
- Global Impact Partnerships Manager, **Facebook**

Finance & Investing

Example Roles

- VP, Global Sustainable Finance, **Morgan Stanley**
- Investment Officer, **Grantham Environmental Trust**
- Investment Director, Mission Related Investing, **Cambridge Associates**

Consulting

Example Roles

- Lead Associate, Renewables & Environment, **Booz Allen Hamilton**
- Sustainability Consultant, **ERM**
- Consultant, **The Context Network**

Example job titles

Marketing

Example Roles

- Brand Manager - Better For You Portfolio, **Danone**
- VP, Marketing, **Ripple Foods**
- Marketing Director, **charity: water**
- Social Media Marketing Intern, **Inspiring Capital**

Nonprofit Management

Example Roles

- Director of Research - Standards, **Sustainability Accounting Standards Board (SASB)**
- State Director, **The Nature Conservancy**
- Dir. of Governance & Global Partnerships, **C40 Cities Climate Leadership Group**

Entrepreneurship / Venture Capital

Example Roles

- Co-Founder & CEO, **MovingWorlds**
- Co-Founder, **Kunoa Cattle Co.**
- Managing Partner & Co-Founder, **Wireframe Ventures**
- VP, **Agriculture Capital**

Supply Chain

Example Roles

- Director, Secondary Packaging, **AB InBev**
- Sr Sustainability Manager, North America Supply Chain Innovation, **Nike**
- Global Procurement & Sustainability Director, **AB InBev**

Example job titles

Science & Engineering

Example Roles

- Energy & Sustainability Researcher, **ICF**
- GIS and Research Intern, **World Wildlife Fund**
- Product Manager, Vehicle Management, **Rivian**
- Senior Scientist & Data Visualization Specialist, **Indigo Ag**

Energy Management

Example Roles

- Energy & Sustainability Manager, **Cisco**
- Energy Manager, **CBRE**
- Energy Program Manager, **Facebook**

Policy

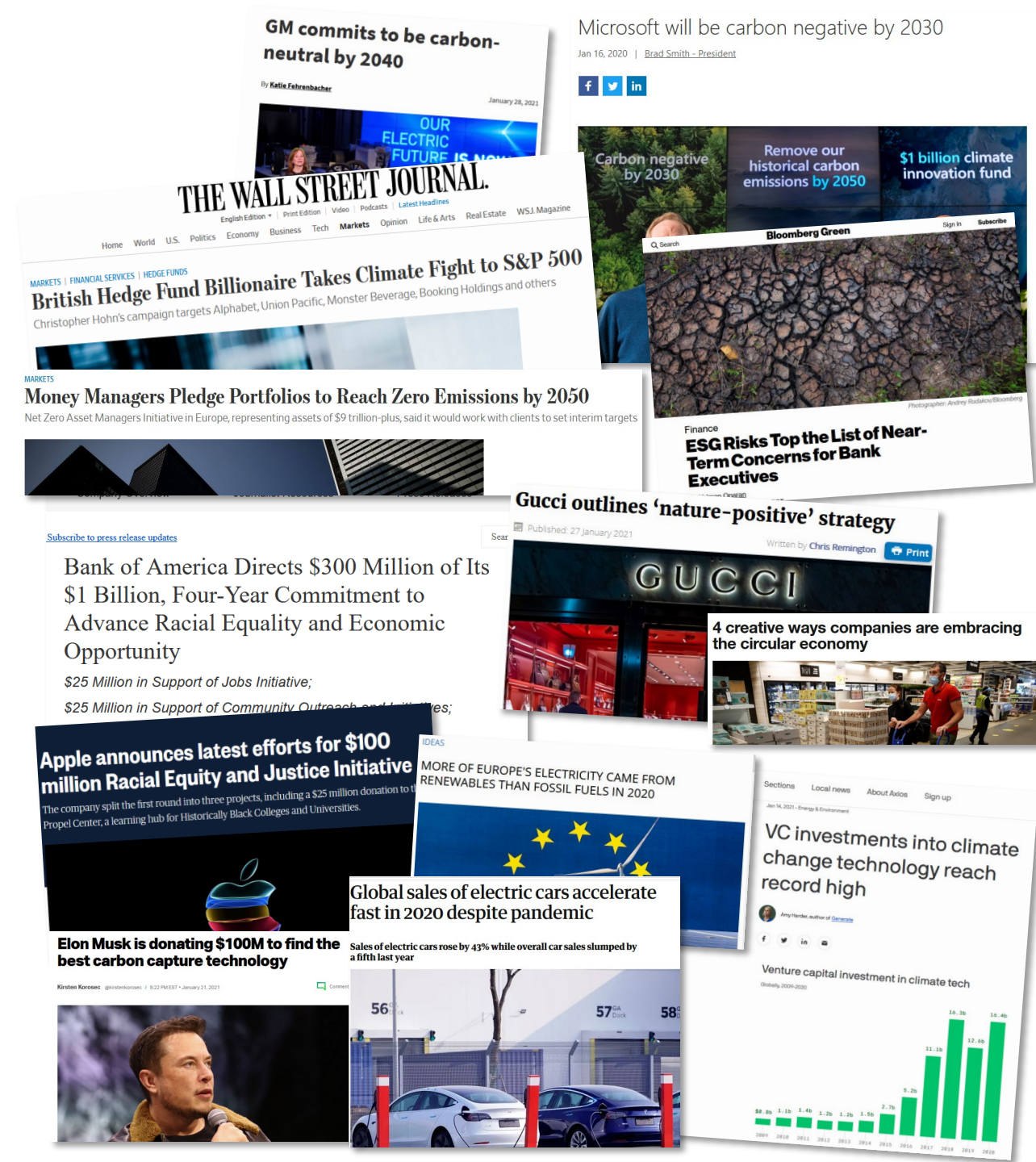
Example Roles

- Senior Consultant, Policy Advisory & Research, Sustainable Energy Use, **DNV GL**
- Program Director, Southeast Policy, **Energy Foundation**
- Senior Advisor for Environmental Justice, **NYC Mayor's Office of Climate Policy**

(and lots of others, too, of course)

2020 Trends affecting hiring

- Corporations made aggressive **corporate climate commitments**. [\(example\)](#)
- Demand for **ESG investing** products, services, & jobs expanded dramatically. [\(example\)](#)
- **Racial equity, environmental justice, and diversity & inclusion** rose to the fore. [\(example\)](#)
- Consumer goods & apparel companies got serious about the **circular economy**. [\(example\)](#)
- Growth trajectories held strong for **renewable energy, energy storage, electric vehicles, and charging infrastructure**. [\(example\)](#)
- VCs, private equity, and philanthropists upped investing in “**climatetech**” / “**carbontech**.” [\(example\)](#)



Thinking through your options

Sustainable Careers Matrix

ORGANIZATION

Do you want to work in a “**traditional**” business organization (Fortune 500 corporation, consulting firm, investment bank)? Or, do you want to be working for a company or nonprofit whose core product or service is **sustainability-oriented** (ie, part of the mission)?

ROLE

Do you want your role to be in a “**traditional**” business function like marketing, strategy, finance, accounting, or supply chain management? Or, do you want your job title and function within the organization to be **sustainability-oriented**?

(Next slide: See how these intersect, with examples.)

Sustainable Careers Matrix

		ORGANIZATION	
		“Traditional”	Sustainability-Oriented
ROLE	“Traditional”	Examples <ul style="list-style-type: none">• Finance Planning Manager, <i>Nike</i>• Solutions Lead, Data & Analytics, <i>Google</i>• Consultant, <i>Deloitte</i>	Examples <ul style="list-style-type: none">• Associate Brand Manager, <i>Ben & Jerry’s</i>• Senior Supply Planner, <i>Patagonia</i>• Business Development, <i>SolAmerica Energy</i>
	Sustainability-Oriented	Examples <ul style="list-style-type: none">• Manager, Sustainable Innovation, <i>Gap Inc.</i>• Head of Sustainability & ESG, <i>Darden Restaurants</i>• Senior Manager Community Engagement, <i>Timberland</i>	Examples <ul style="list-style-type: none">• Director, Carbon Dioxide Removal Fund, <i>ClimateWorks Foundation</i>• Sustainability Consultant, <i>ERM</i>• Sustainable Enterprise Program Manager, <i>World Resources Institute</i>

5 key questions to ask yourself

1. Impact

- What kind of impact do you want to have? What issue do you want to work on?

2. Sector

- What kind of organization do you want to work for? (nonprofit, government, large company, small company, B corp)

3. Industry

- What industry do you want to focus on?

4. Role

- What kind of work do you want to do in the organization?

5. Geography

- Do you have a geographic focus?

Getting started: Advice for students

Advice for undergraduate students

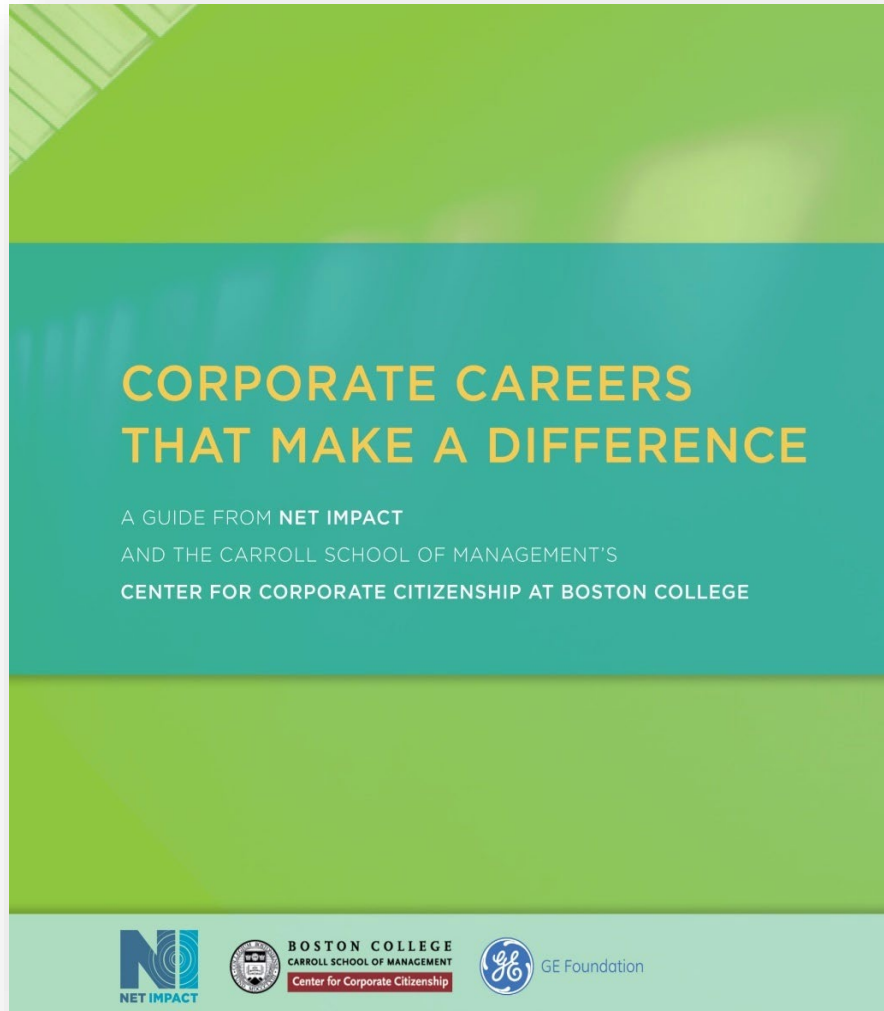
- Decide what *issue* you are most interested in (climate? energy? human rights? environmental justice?) and start in any role with an organization that is working on this issue
 - You will build skills over time
 - Working close to the issue will help you understand who the players are, where the levers of change are
- Build experience with internships, school projects, volunteer activities
- For entry-level jobs, look for job titles with “Analyst” or “Coordinator” in the title
 - Expect to be in the role only 1-2 years; accept that the work may not sound exciting; learn what you can and move up



Helpful perspectives

- [“The 4-Step Guide to Starting a Career in Sustainability for Undergraduates”](#) by Trish Kenlon
 - [“Designing a career that matters: Advice to the incoming class”](#) by Dan Vermeer
 - [“What does a ‘head of sustainability’ actually do?”](#) by Sarah Drumm
- > and, see more for [learning about career options](#)

Traits of sustainability professionals



1. Team Oriented
2. Determined Commitment
3. Peripheral Vision
4. Strategic Thinker
5. Systems Perspective
6. Collaborative Networker
7. Influential Communicator
8. Change Driver

Part II: Navigating the Job Search

Job search strategies & tips

Conducting the search

❖ Network.

- ❖ *There's no shortcut. More than half of sustainability professionals have their current job as a result of a conversation (not a job posting). Spend most of your job search time building your professional network and reaching out for conversations.*

❖ Fill gaps in your skillset.

- ❖ *To be a great candidate, do you need industry experience? Subject matter expertise? Skills like financial analysis, marketing, or lifecycle analysis? Look for opportunities to fill gaps with classes, volunteer activities, internships, consulting projects, or extracurricular activities.*

❖ Embrace the diversity of your background.

- ❖ *Most sustainability professionals have worked in more than one sector (private sector, government, NGO). Many have moved between skillsets (eg, marketing, policy, data analytics, science, communications). Don't worry if you have an unusual background; tell a story that helps connect the dots (while also finding ways to fill gaps).*



Conducting the search

- ❖ Create structure for your search.
 - ❖ *It's easy to spin your wheels. Identify 30 organizations you'd like to work for, and develop a plan for networking with each one. Create realistic and achievable goals for yourself (for example, "Reach out to three contacts this week" or "Complete five informational interviews before the end of the month").*
- ❖ Gather a support team.
 - ❖ *It's hard to stay positive when you feel like you're in this alone. Teaming up with a small group of students or fellow job seekers with similar interests can help. Compare notes, check in, hold each other accountable.*



Conducting great informational interviews

- What's it like to be a professional in this space?
 - What's your day-to-day job is like?
 - What skills are you most using? (quantitative vs. "soft" skills?)
 - What's next for you in your own career?
 - What conferences do you attend? What news sources do you read?
- How can I prepare?
 - If I hoped to work on your team in the future, what skills would I need to have? What would make me stand out as a candidate? What would be the most valuable experience I could gain between now and then?
- What's the most interesting sustainability challenge facing your industry right now?
- If time and money were no object, what project do you wish you could work on right now? *Follow-up possibility: I'm open to taking on some consulting work (or a student project/internship/independent study); is that a project I could help you with?*

Tips:

Read up in advance

Find points of common interest

Ask for advice, not a job

Be sincerely interested

Respect their time

Follow up



Tips for applying

- ❖ Focus on your transferrable skills.
 - ❖ *It's okay if you haven't worked in sustainability previously. What skills from your past experience translate to this role – eg, project management, budgeting, data analysis, marketing strategy, report-writing, policy analysis?*
- ❖ Focus on the employer's need; use their terminology.
 - ❖ *What are the business drivers for this initiative/project/program? How does the employer define impact? Does the role include both social and environmental issues? Demonstrate that you understand what they need.*



Tips for applying (continued)

- ❖ Passion is important... but not a differentiator.

- ❖ *You're passionate about the mission, but so is every other candidate. How have you turned your passion into actions?*

- ❖ “Show, don’t tell.”

- ❖ *Use specific examples to back up your assertions of skills and interests. “I am a good communicator as evidenced by...”*

- ❖ Be ready to “make the business case” for sustainability.

- ❖ *In an interview, you might be asked: “How does sustainability/CSR/climate action/DEI translate into business value for our company? Why should we care?” Be prepared with an answer in the company’s specific industry context. Different companies care about sustainability for different reasons.*

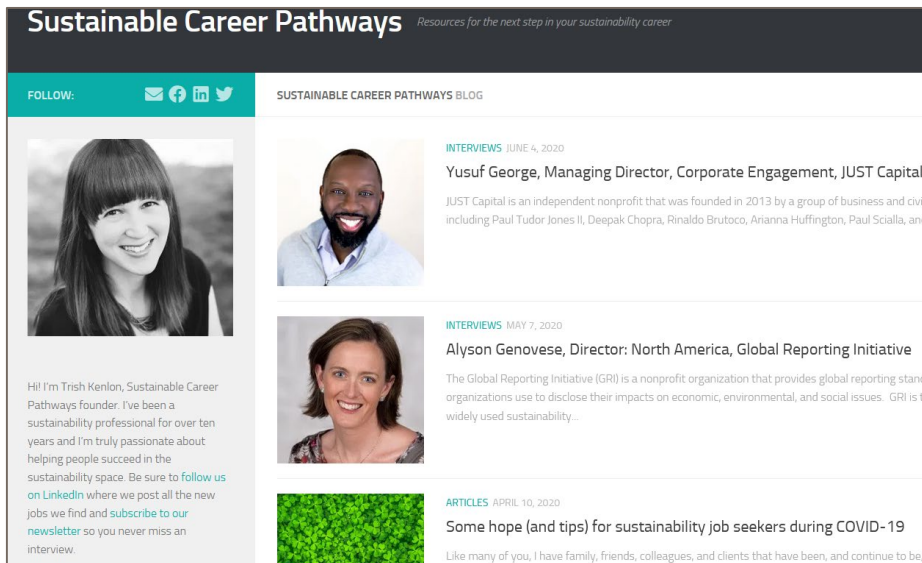


When sustainability is not in your job title

- Think about the points of intersection between your business unit/role and social/environmental impact.
 - Where are the material impacts?
 - What levers of change do you have?
 - What resources do you?
- Join employee engagement efforts in your office (recycling/ volunteering initiatives, “green team,” diversity task force).
- Outside of work, join the board of a nonprofit in your interest area.
- Volunteer, ideally in a skills-based role. Can you help a nonprofit organization with their marketing strategy or financial management?
- Think long-term. What is your sustainable business dream job 5 years from now? What skills & experience do you need to get there?

Job search resources

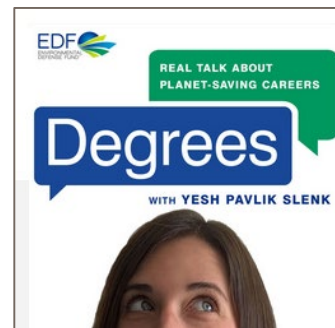
Learning about career options



[Sustainable Career Pathways website](https://sustainablecareerpathways.com/)
<https://sustainablecareerpathways.com/>



[Sustainability Defined Podcast](https://sustainabilitydefined.com/)
<https://sustainabilitydefined.com/>



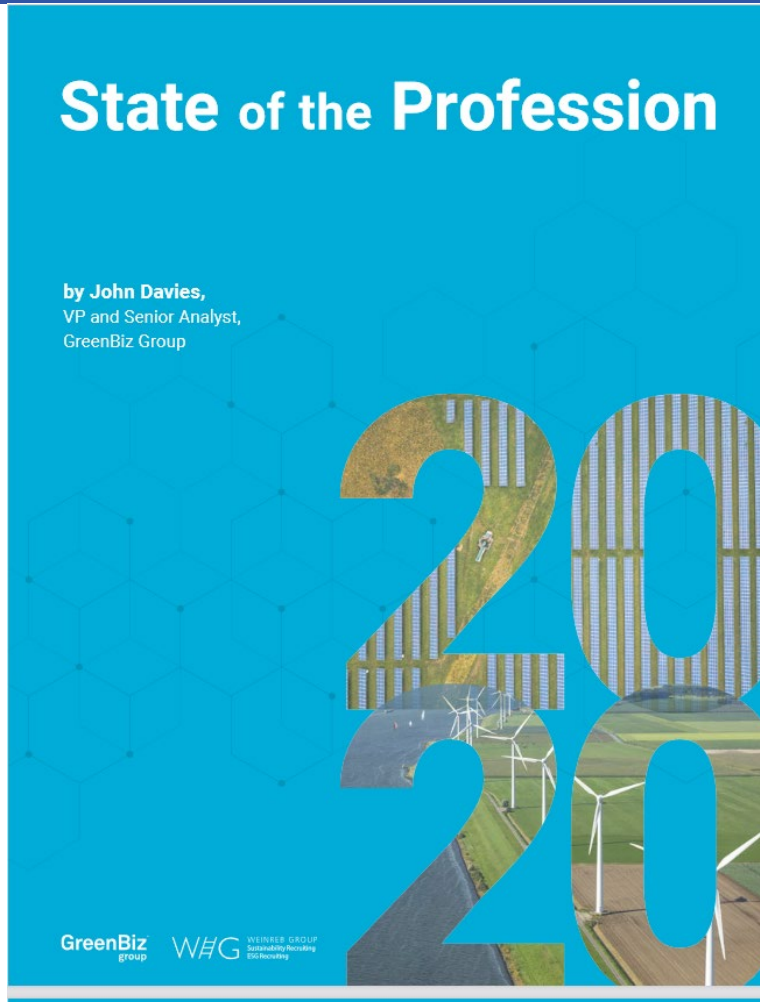
[Degrees Podcast](https://www.edf.org/Z7gd)
<https://www.edf.org/Z7gd>



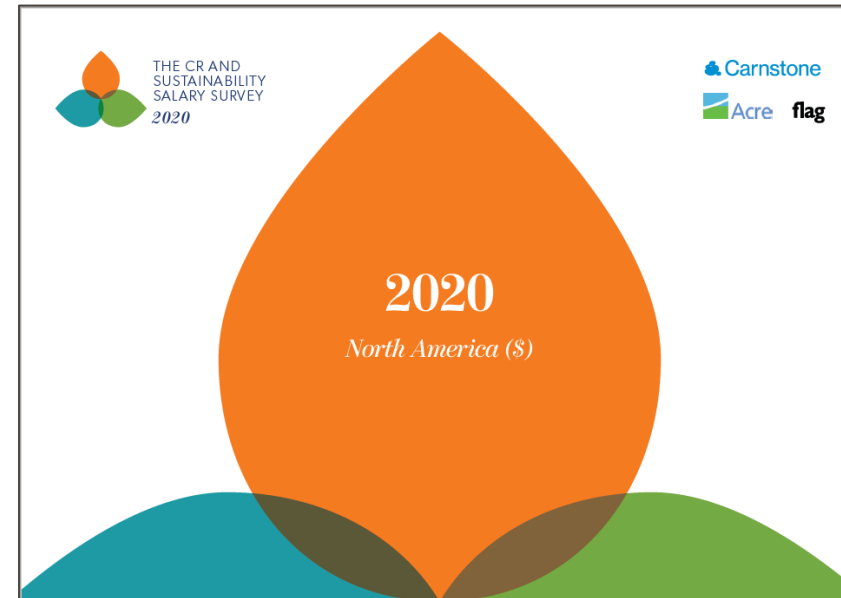
[Net Impact Corporate Careers that Make a Difference Report](https://www.netimpact.org/research-and-publications/corporate-careers-that-make-a-difference)
<https://www.netimpact.org/research-and-publications/corporate-careers-that-make-a-difference>



Career trends & salary data



[Annual GreenBiz State of the Profession Report](https://www.greenbiz.com/webcast/state-profession-2020)
<https://www.greenbiz.com/webcast/state-profession-2020>



[Acre CR & Sustainability Salary Survey](https://crsalarysurvey.com)
<https://crsalarysurvey.com>



Sustainable business news

- Corporate Eco Forum Weekly Briefing
www.corporateecoforum.com/weekly-briefing

**** Highly recommend! ****

- GreenBiz
www.greenbiz.com
- Axios Generate newsletter
[www.axios.com › newsletters](http://www.axios.com/newsletters)
- Sustainable Brands
www.sustainablebrands.com
- Triple Pundit
www.triplepundit.com
- Material Change
www.materialchange.design

- Reconsidered.co Newsletter
www.reconsidered.co/sign-up
- *Financial Times* Moral Money
www.ft.com/moral-money
- McKinsey & Co. Sustainability Blog
www.mckinsey.com/business-functions/sustainability/our-insights
- Canary Media
www.canarymedia.com
- Bloomberg Green
www.bloomberg.com/green


Sustainable business topic overviews

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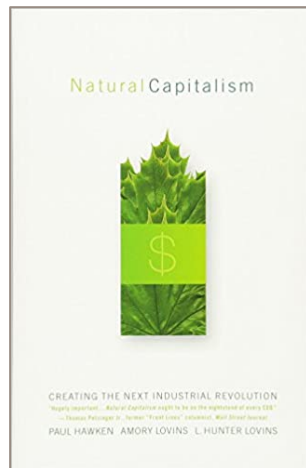
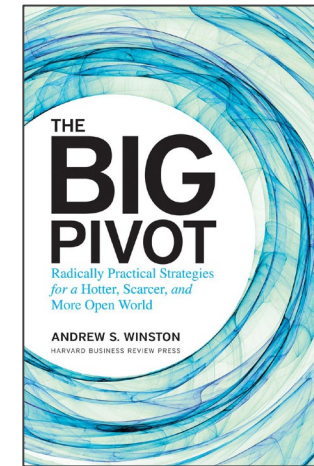
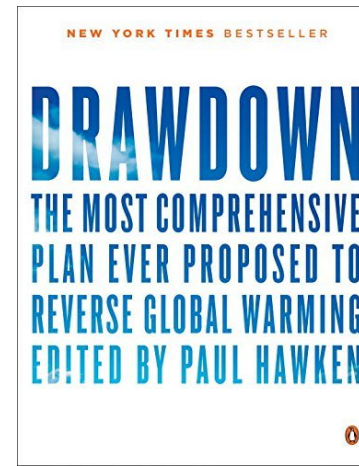
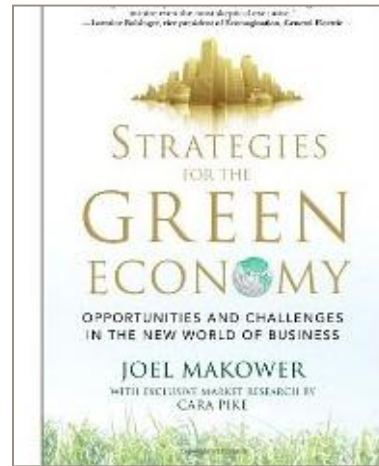
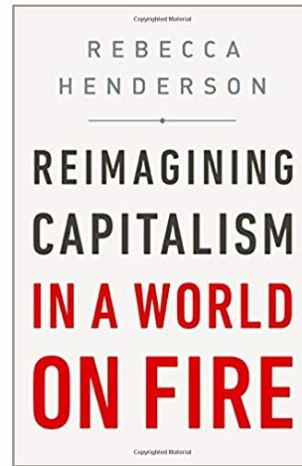
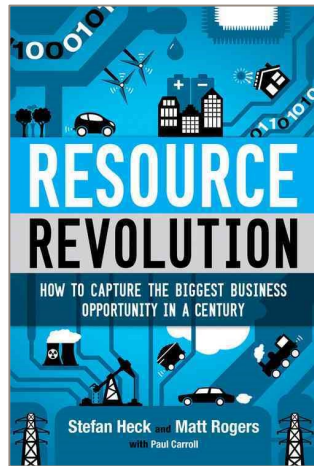
MBA Skillset: Life Cycle Assessment
Skillset, PDF



MBA Skillset: Materiality Assessment
Skillset, PDF

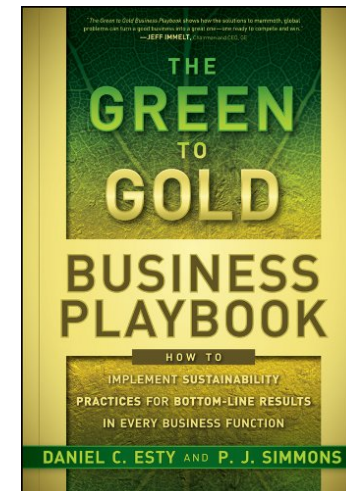
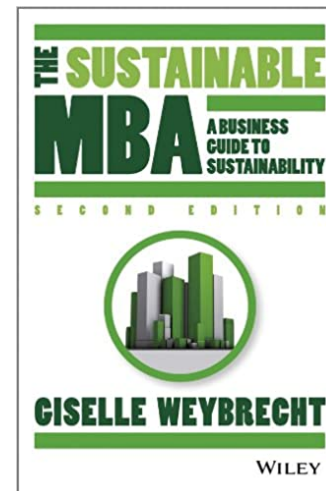
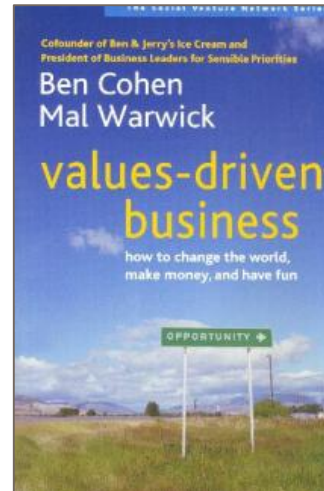
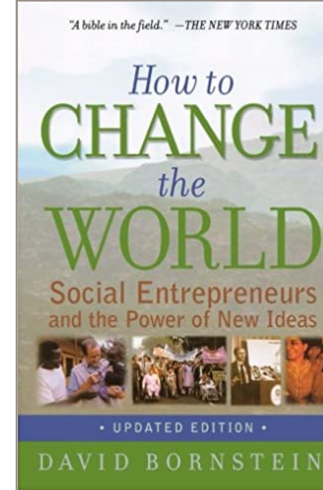
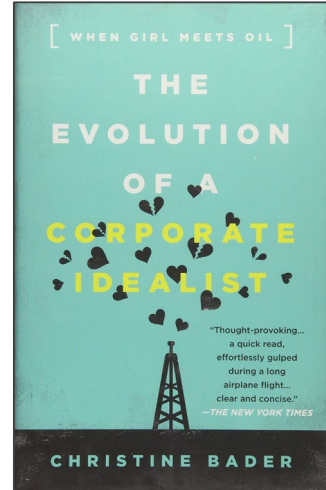
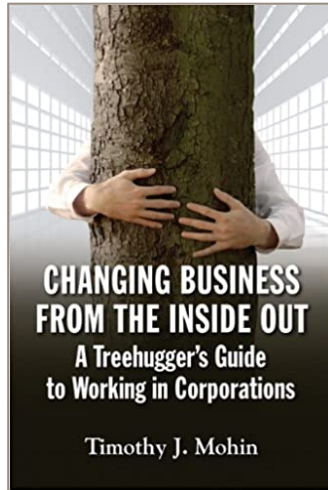
[MBA EDGE Briefings](https://www.mba-edge.com/)
<https://www.mba-edge.com/>

Books: Sustainable business

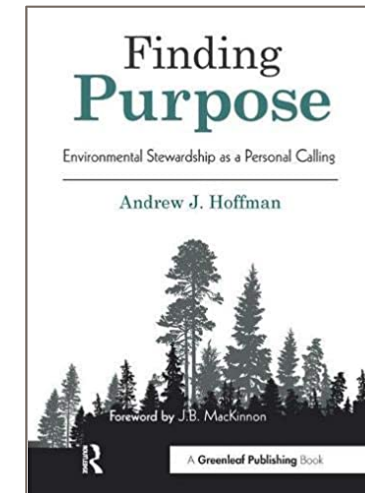
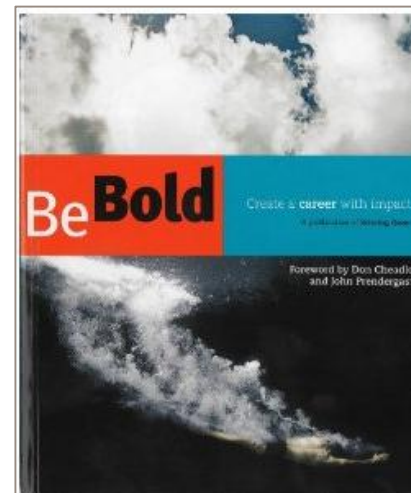
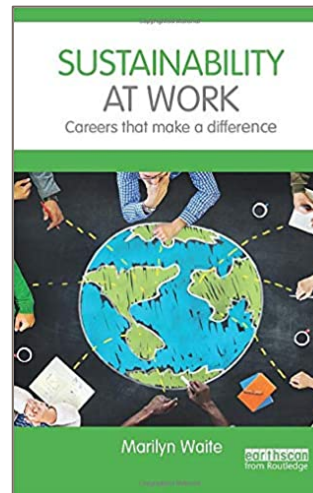
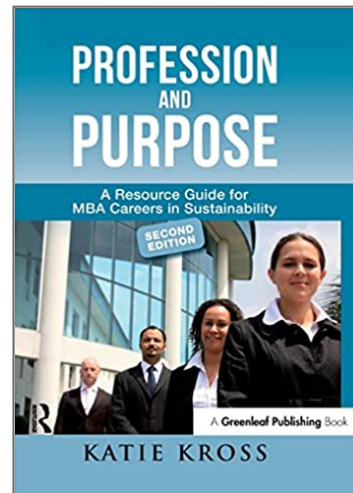
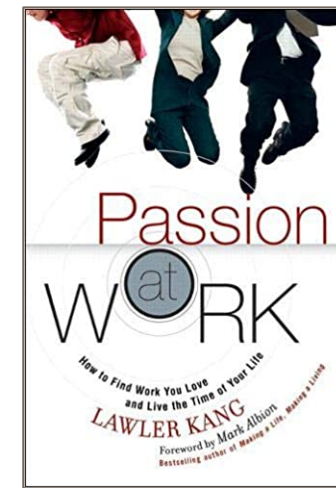
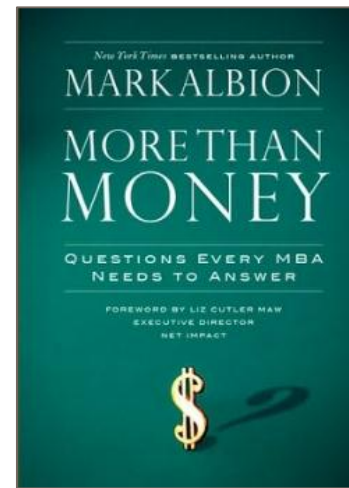
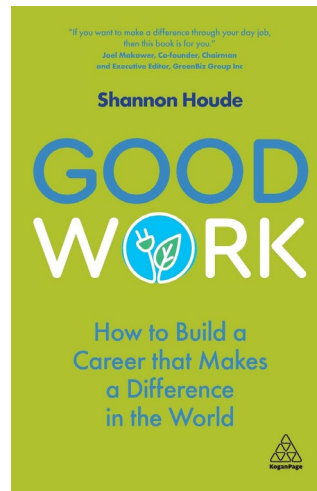
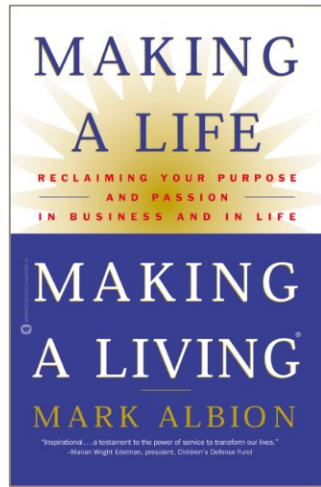
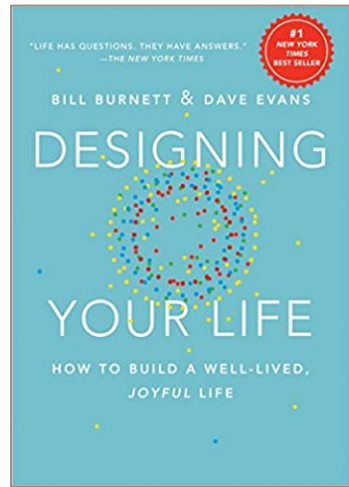


- For additional book recommendations from Ed Carley, see: <http://edsjobslslist.com/eds-recommended-reading/>

Books: Working in sustainability



Books: career exploration



Conferences

For students specifically:

- ◉ [Net Impact Conference](#) (primary audience is students; great for learning & exploring career options)
- ◉ [ClimateCAP: The Global MBA Summit on Climate, Capital & Business](#) (MBA student audience)

Industry events (ask about volunteer opportunities for reduced rates):

- ◉ GreenBiz events (volunteer opportunities exist as well as **Emerging Leaders** scholarships):
 - ◉ [GreenBiz Forum \(corporate sustainability\)](#)
 - ◉ [VERGE \(energy, tech, carbon, circularity\)](#)
 - ◉ [GreenFin Summit \(ESG & finance\)](#)
- ◉ [Business for Social Responsibility \(BSR\) Conference](#)
- ◉ [Sustainable Brands Conference](#)
- ◉ [Ceres Conference](#)
- ◉ [Cleantech Forum](#)
- ◉ [SOCAP \(Social Capital Markets Conference\)](#)
- ◉ [Engage for Good](#)
- ◉ [Sustainable Investment Forum North America](#)

(among others)

Finding sustainable companies

◉ Rankings

- [WSJ Most Sustainably Managed Companies](#)
- [Just Capital Rankings](#)
- [Global 100](#)
- [Newsweek's Most Responsible Companies](#)
- [3BL's 100 Best Corporate Citizens](#)
- [CDP A List Companies](#)
- [Global Cleantech 100](#)
- [Ethisphere's Most Ethical Companies](#)
- [Sustainalytics' ESG Risk Ratings](#)

◉ Investment Indices

- [S&P ESG Index Family](#)
- [FTSE4Good Index Series](#)
- [Calvert Responsible Indices](#)
- Other sustainable investment funds

◉ Directories

- [BSR members](#)
- [Sustainable Brands corporate members](#)
- [Sustainability Consortium members](#)
- [ASBC Business Members](#)
- [WBCSD member companies](#) & regional affiliate organizations
- [B Corp directory](#)
- [Green Business Network members](#)
- [1% for the Planet business members](#)
- [Ceres Company Network](#)
- Speakers & sponsors at conferences
- Local/regional green business organizations

Groups to join

- ◉ [The Young Sustainability Network](#)
- ◉ [Diversity in Sustainability](#)
- ◉ [Women of Color Collective in Sustainability \(WOC/CS\)](#)
- ◉ [Women in Cleantech & Sustainability](#)
- ◉ [GreenTech Noir](#)
- ◉ [Young Professionals in Energy \(& local chapters\)](#)
- ◉ [Net Impact \(& local student or professional chapters\)](#)
- ◉ LinkedIn groups relevant to your issue/industry interests
- ◉ LinkedIn groups for your city/region
- ◉ LinkedIn groups affiliated with your university alma mater

Geographic-centered resources

- If you have a specific geographic focus, look for local chapters of:
 - [Net Impact](#) (professional chapters)
 - [American Sustainable Business Council](#) (state chapters, US)
 - [Green Drinks International](#) (city chapters, global)
 - [US Green Building Council](#) (chapters)
 - [Women in Sustainability](#) (hubs, mostly Europe)
 - [Impact Hubs](#) (global)
 - LinkedIn groups

Job postings

Recommended:

- [Reconsidered.co Jobs Board](#)
- [Ed Carley's Clean Energy & Sustainability jobs list](#) (sign up for emails)
- [Indeed](#)
 - [> "Sustainability" search](#)
 - [> "ESG" search](#)
 - [> "Climate" search](#)
- [Twitter @Katie_Kross](#)
- [BSR > CSR Jobs Board](#)
- [Net Impact > Career Center](#)
- [Greenbiz.com > Jobs](#)
- [B Corp Job Board](#)

- [Climate.Careers](#)
- [Green Jobs Network](#)

More lists:

- [Sustainable Career Pathways Job Resources List](#) by Trish Kenlon
- ["The 51 Best Places to Look for Social Impact Jobs in 2020"](#) by Alexandra Nemeth, MovingWorlds.org

Job postings (continued)

Industry- or topic-specific:

- [Good Food Jobs](#)
- [Young Professionals in Energy Job Board](#)
- [Energy Folks Job List](#)
- [GIIN \(Global Impact Investing Network\) Job Board](#)
- [US SIF \(Social Investment Forum\) Job Board](#)
- [NextBillion Job Board](#)
- [Ocean Job Board](#)
- [Josh's Water Jobs](#)

Recruiters' job listings:

- [Weinreb Group](#)
- [CA Environmental Associates](#)
- [Good Citizen](#)
- [Acre](#)
- [Koya Partners](#)
- [On-Ramps](#)

Outside the US

(caveat: I have limited experience with these)

Job Boards:

- [Bmeaningful](#) (Canada)
- [GoodWork](#) (Canada)
- [EnvironmentJob](#) (UK)
- [For Purpose Jobs](#) (UK)
- [GreenJobs Online](#) (UK)
- [Reconsidered.co Jobs Board](#) (UK, Europe, US)
- [tbd](#) (Germany)
- [Skoll Jobs Board](#) (Global)
- [NextBillion Jobs Board](#) (Global)
- [Business & Human Rights Resource Centre](#) (Global)

- [Ethical Jobs](#) (Australia)
- [GreenCareer](#) (Australia)
- [Do Good Jobs](#) (New Zealand)

Recruiters:

- [Acre](#) (UK, Europe, US)
- [Allen & York](#) (UK, Europe, US)
- [Ellwood Atfield](#) (UK, Europe)

About EDGE



EDGE

CENTER FOR ENERGY, DEVELOPMENT,
AND THE GLOBAL ENVIRONMENT



The Center for Energy, Development, and the Global Environment (EDGE) at Duke University's Fuqua School of Business is a dynamic hub for education, thought leadership, and industry engagement that enables current and future business leaders to understand and respond effectively to the interrelated global challenges of energy transition, environmental sustainability, and sustainable development.



Learn more about our graduate MBA and MEM/MBA programs at:
<https://centers.fuqua.duke.edu/edge/>

About the author



EDGE

CENTER FOR ENERGY, DEVELOPMENT,
AND THE GLOBAL ENVIRONMENT



Katie Kross is a sustainability educator, career coach, and speaker. She directs educational and extracurricular programs for MBA and MEM/MBA students as the managing director of the [Center for Energy, Development, and the Global Environment \(EDGE\)](#) at Duke University's Fuqua School of Business.

She is also the author of *Profession and Purpose: A Resource Guide for MBA Careers in Sustainability* (2nd ed., Greenleaf Publishing, 2014).

Follow Katie on Twitter for job and internship postings:
[@Katie_Kross](#)